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NEWSPAPER

# Automotive

FEBRUARY 17, 1992

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## late news

### Saturn prices up $100-$200

DETROIT — Saturn sedan prices will rise $200 March 1, and the sport coupe will go up $100. The increase follows January sales of 10,204 cars, the best month in Saturn's history.

Prices of optional equipment also will climb. The hike will be $30 on automatic transmission and air conditioning, $50 on styled teardrop wheels, $55 on power sunroof and $25 to $55 on option packages for various models.

As of March 1, Saturn prices will be: SL four-door sedan, $8,395; SL1 sedan, $9,195; SL2 sedan, $10,595; sport coupe, $11,975.

This is Saturn's second increase on 1992 models. At introduction time last fall, prices rose $100 to $400 per car.

### Toyota profits fall 62 percent

TOKYO — Toyota Motor Corp. said Friday that its unconsolidated operating profit slid 61.6 percent in the first half of its fiscal year ended Dec. 31, to to 77 billion yen (about $606 million at current rates). Toyota attributed most of the decline to foreign-exchange fluctuations and higher depreciation costs.

The company said pretax income fell 25.7 percent, to the equivalent of $1.6 billion. Net income fell 33.7 percent, to $815 million.

Net sales increased 1.6 percent for the period, to $34.6 billion.

The company said vehicle sales worldwide were down 1.2 percent, to 2.05 million units, while overseas production fell 8.7 percent, to

see LATE NEWS, 2

# MITI may cut export ceiling

## Voluntary limit lowering may follow primary vote

RICHARD JOHNSON
*Staff Reporter*

TOKYO — The Japanese government will announce as much as a 30 percent reduction in the country's voluntary car-export ceiling to the United States after this week's primary elections in New Hampshire, industry officials said here last week.

According to an industry insider who is close to negotiations between the government and the Japan Automobile Manufacturers Association, the voluntary export ceiling will be slashed to 1.6 million or 1.7 million cars a year from 2.3 million, the ceiling since 1985.

The lower number would be about as many cars as Japanese companies already plan to export to the United States this year.

"It's what MITI wants, and it can't be avoided," said the executive, who insisted on anonymity.

This official and others said the Ministry of International Trade and Industry normally would already have announced export levels for the fiscal year beginning April 1. But, they said, it has held off because of the tense trade situation and because it did not want to be perceived as an attempt to influence the New Hampshire voting. According to this thinking, the political benefits of announcing a cut now would accrue to President Bush at the expense of Democratic presidential contenders.

Although Japan's carmakers want to retain the 2.3 million level — or do away with the

see QUOTA, 82

JOE WILSSENS/AUTOMOTIVE NEWS

**Amati, Mazda's luxury division, was at its first NADA convention last week. Richard Colliver, left, Amati general manager, met with prospect John Dobbs of Courtesy Pontiac-Mazda in Memphis, Tenn. Also recruiting dealers were Kia Motors (Page 67) and AM General Corp. (Page 8). The complete guide to coverage is on Page 3.**

N★A★D★A DALLAS

# Saturn asks dealers to step up expansion

PHIL FRAME
*Staff Reporter*

DALLAS — Saturn Corp. is asking its dealers to speed up their plans to add second and third stores as the company dramatically increases production.

Otherwise, Saturn's 2,450-acre manufacturing complex is going to start looking like a parking lot.

That wouldn't sit well with Saturn's 5,000 UAW Local 1853 members, 89 percent of whom voted to work an extra 10-hour day of overtime each week so the plant can increase weekly production from 3,600 to 4,500 cars.

Saturn President Richard "Skip" LeFauve acknowledged that Saturn executives asked for more stores at an informal make meeting at the National Automobile Dealers Association convention in Dallas. He said Saturn made the same pitch in a nationwide closed-circuit satellite telecast to dealers in January.

Since the telecast, dealers representing 15 potential new points have either moved forward the opening dates or are thinking about opening earlier, said Donald Hudler, vice president for sales, service and marketing.

Hudler expects the 135-store dealer network to grow to about 260 by year's end.

The message for the need for more points was driven home to dealers at the make meeting by Local 1853 Financial Secretary John Michaud, according to a Saturn dealer who did not want to be quoted.

The worst thing that can happen, Michaud reportedly said, is to start stockpiling cars where workers will see them and start wondering why they committed to overtime.

Stockpiled Saturns also could give executives at General Motors reason to consider rebadging the vehicles for another make.

see SATURN, 86

# Daihatsu throws in the towel in U.S.

## Maker cites economy, cost of regulations

KRISTINE STIVEN BREESE
*Staff Reporter*

LOS ANGELES — Daihatsu's four-year effort to crack the U.S. market ended last week with its decision to stop sales at the end of the model year.

Daihatsu America Inc. announced that U.S.-bound exports of the firm's two vehicles, the Rocky sport-utility (which starts at $11,697) and Charade subcompact ($6,797), will cease late this month.

With the move, Daihatsu becomes the third importer in six months to withdraw from the market. Like France's Peugeot and Britain's Sterling, Daihatsu has also seen sales drop below 10,000 a year.

The pullout was triggered by "a broad variety of adverse circumstances," said Chief Executive Officer C.R. "Dick" Brown. In addition to plummeting sales, he cited stiffening competition and the cost of complying with government safety and environmental regulations.

Daihatsu, concentrated on the coasts, lost almost 10 percent of its dealers in the last half of 1991 and currently has 209.

see DAIHATSU, 85

**That's no import, that's my car!**

**Are your customers confused? Does Aunt Millie need help? Automotive News examines the different litmus tests used to determine if a car or truck is domestic. Story and table on Pages 4 and 66.**

# Customs slaps Honda with bill for duty

LINDSAY CHAPPELL
*Staff Reporter*

The U.S. Customs Service stunned Honda last week with what amounts to a $16.5-million bill for import duties on the company's Canadian-made cars.

Customs essentially stripped away many of Honda's claims for using local content in its North American products. As a result, the United States says Honda's Canadian-built vehicles don't have the 50 percent North American (U.S. and Canada) content they need to

see HONDA, 85

Automotive News

**FORD LOSES $2.3 BILLION**
'92 numbers depend on sales *and* incentive costs. PAGE 4

**PROFIT MUST BE GOAL**
NADA chief challenges dealers to raise standards. PAGE 6

**ROVER TO COME OVER**

▲ Range Rover dealers will get the Defender this fall. PAGE 6

**GM HAS A WINNER**
Japan takes a liking to GM parts group. PAGE 62

**ELECTRONIC UPDATE**
Something new in chips; they're not Calif. cops. PAGE 66


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Circulation Department
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Display Ad Department ..... (313) 446-6030
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# correction

The ES250 model designation was inadvertently left off the Lexus entry in a Page 1 table last week ranking the number of problems per 100 cars. The rankings were from the J.D. Power and Associates New Car Initial Quality Study for vehicles in its "upper-middle" segment.

JIM DUNNE/POPULAR MECHANICS

## Cadillac updates Brougham for 1993

**Cadillac's big rear-wheel-drive sedan will be redone for the 1993 model year. The Brougham sheetmetal captured in this spy photograph borrows features from other B-cars, including doors from the Chevrolet Caprice. The new Brougham has a 115.9-inch wheelbase and measures 216 inches overall. General Motor's 5.7-liter V-8 provides the power.**

# latenews

CONTINUED *from* PAGE 1

314,171 units. Exports rose 3.9 percent, to 857,538 units, on strong sales to Central and South America, and to the Middle East following the Persian Gulf war.

— *Mary Ann Maskery*

## Virginia rejects Calif. standards

The Virginia Senate last week defeated a proposal to adopt California emission standards for cars sold in the state. The vote kills efforts by Gov. Douglas Wilder to join other Eastern states in a move to California rules.

Wilder's proposal was killed by the Senate Transportation Committee after intense lobbying by oil companies and car dealerships. Wilder was one of 11 governors who last fall committed to adopting California standards.

So far, only New York and Massachusetts have made progress toward adoption of the California rules. New York's regulations have been challenged in court by the Motor Vehicle Manufacturers Association.

— *Max Gates*

## Iveco, Tatra plan venture

FRANKFURT — Iveco, Fiat Auto S.p.A.'s commercial-vehicle subsidiary, and Tatra, Czechoslovakia's largest heavy truckmaker, said last week they will form a $36 million joint venture in Czechoslovakia.

In the first phase, the venture will build Iveco vehicles in Czechoslovakia to round out Tatra's product line. Fiat would provide Tatra with parts and components produced in Czechoslovakia for Tatra trucks. The Tatra plant has a capacity of 16,000 units and 24,000 employees. Production is expected to start in 1993. Each company will invest $18 million.

— *Diana T. Kurylko*

## Nissan switches Japanese agency

TOKYO — In a surprising and unusual move, Nissan Motor Co. has sacked Dentsu, one of its main advertising agencies in Japan for more than 40 years.

The blow, moving about $76.5 million in billings out of the world's largest agency and into rival Hakuhodo, was delivered in a formal letter.

The letter reads: "The severe structural problems the automobile industry is now facing have affected our company more than was anticipated. In view of the critical situation we will have to continue to reduce our budget for advertising and make the most effective use possible of our advertising expenditures. Taking all things into consideration, we have decided to use the agency services of Hakuhodo."

— *Crain News Service*

## Lawmaker calls for origin labels

WASHINGTON — American consumers are confused about where the cars they want to buy come from, says U.S. Sen. Barbara Mikulski, D-Md.

Mikulski says she will introduce a bill this week to require labels on all new cars that show what percentage of their parts and assembly are American. The label would have to identify any country where at least one-third of the vehicle's parts originate.

"American car buyers have a right to know when they buy their Toyota or their Chevy what portion of that car comes from the United States of America," the senator said.

## VW China gets kits from Africa

HONG KONG — Even though China and South Africa have no diplomatic relations, Volkswagen AG's new Chinese joint venture company said last week it will import 4,000 Jetta 2 semi-knockdown kits from Volkswagen of South Africa as part of the plant's trial production startup.

A spokesman for the First Auto Works, the Chinese partner in the FAW-Volkswagen Automotive Co., said in a telephone interview the kits would supplement 6,000 complete knockdown kits imported from Germany.

The FAW spokesman said the semi-knockdown Jetta 2 kits had to be imported from either South Africa or Mexico, the only two countries where the Golf derivative is still in production. But the Mexico-built cars are unsuitable for China's road conditions, leaving only South Africa as a source, he said.

Volkswagen in Germany is now producing the all-new Golf/Jetta 3, and Mexico is scheduled to begin output of the new car in April.

— *Stephen Vines*

## Ford builds CFC-free Taurus

DEARBORN, Mich. — Ford Motor Co. announced last week that it would begin building Taurus models for east Texas that use the ozone-friendly air conditioning refrigerant HFC-134a.

The 134a replaces chlorofluorocarbon-12, which is believed to damage the atmospheric ozone layer that protects the Earth from harmful ultraviolet radiation.

Starting March 5, cars with the revised air conditioning systems will be built in batches of 500 for the eastern Texas market.

## Ford, Dodge score well

WASHINGTON — The Dodge Caravan minivan and the Ford F-150 pickup scored well in the government's latest new-car crashes, but scores for the Toyota Paseo indicated a potential for driver head injury.

The Caravan had a head-injury score of 407 for the driver and 427 for the front-seat passenger, while the Ford pickup scored 860 for the driver and 590 for the passenger.

A score below 1,000 in the 35-mph crashes indicates that head injury is unlikely, according to the National Highway Traffic Safety Administration.

The two-door Paseo subcompact had a score of 1,006 for the driver, indicating head injury is possible. The passenger score was 797, according to NHTSA's latest New Car Assessment Program results.

All three had scores below 60 for chest injury, indicating that injuries were unlikely for either driver or passenger.

— *Max Gates*

# briefly

## This Chrysler makes money

Last year was lousy for many automakers, but not for **Chrysler Canada.** The company said last week that 1990 profits more than doubled to $34.2 million ($28.9 million U.S.), and sales rose 4.5 percent. "We just *managed* our way through the worst market we've seen in a decade," said President G. Yves Landry. "If we can do this in a tough year with a lot of carry-over product, can you imagine what will happen now with the Viper, the new LH line and the new Grand Cherokee?"

**BUY ONE, GET ONE FREE** — In an attempt to sell some new homes, the Rivergate Ridge subdivision in Mount Clemens, Mich., is offering a 1992 **Dodge** Shadow with every purchase of a new custom-built home. The Shadows, from Sterling Heights Dodge in Sterling Heights, Mich., are assembled just a few miles from the subdivision. Prices of the homes start at $150,000. The Dodge? Prices start at around $7,700.

**SHO OWNERS SPEAK** — Owners of the sporty Taurus SHO have been asked by **Ford Motor Co.** what they would like to see in the next generation SHO model. Bill Staib, editor and founder of the *SHO Registry*, a quarterly publication for SHO owners, says the wish list from subscribers includes more horsepower, four-wheel drive, an upgraded interior and a memory seat. "If they want to listen, we'll definitely speak," Staib said. Staib says the publication has 2,600 subscribers, most of them from California.

**ROAD SHOW — Chrysler Corp.'s** new off-road vehicle is going on the road. On March 10, Chrysler will begin taking its 1993 Jeep Grand Cherokee on a two-month nationwide tour to the plants of 13 major suppliers. Under the banner of "Teaming Up for Quality," Chrysler said it will provide supplier employees with an early look at the vehicle they help make. The tour begins in Irwindale, Calif., at TRW Technar, which supplies airbag sensors. It concludes May 5 in Holland, Mich., at Donnelly Corp., which supplies mirrors.

**HOME MOVIES — General Motors** is teaming up with the White House Historical Association and WQED-TV in Pittsburgh to provide a video tour of the White House, honoring the bicentennial of the presidential residence. GM is footing the bill for the cost of 30,000 video cassettes of the tour and companion teachers' guide to be made available to schools participating the White House 200th anniversary art exhibit and educational program.

**GET CRACKING** — On his way into the **Subaru of America** make meeting at the National Automobile Dealers Association convention in Dallas, Thomas Gibson, president and chief operating officer, was informed that a newspaper had told its readers to "expect a $15,000 minivan" from Subaru next year. He said Subaru has no such plans, at least not in the short run, and certainly not next year. "If that's true," said Gibson, "I don't have time to go to this meeting. I've got a lot to do between now and next year."

**Gibson: short notice**

# Hey, Aunt Millie: Did Honda make your U.S. car?

## Eye of beholder may be best norm

DAVID VERSICAL
*National Editor*

So the Trade War of 1992 has inspired Aunt Millie to buy an American car. And Uncle Ned is more intent than ever on buying an import.

Well, as industry followers know, that's easier said than done. When the relatives find out the Dodge Stealth is made in Japan and Honda Accords are built in Ohio, they'll begin to realize things aren't what they seem. The more they research, the more complicated it will get.

U.S. workers are no doubt discovering the same thing as they try to take advantage of their firms' contributions toward the purchase of an "American" car. It all depends on what standard they use. And in an age of global partnerships and complex government regulations, whether a car is "domestic" or not often lies in the eyes of the beholder.

Still, some lines can be drawn. And *Automotive News* lists them in a table on Page 66.

First, the country of assembly. If Aunt Millie uses that standard, she'll have to decide for herself whether a Tennessee-made Nissan Sentra is just as American as a Michigan-made Chevrolet Caprice.

Second, we note Canadian-built cars. The United States and Canada have had a free-trade pact governing autos for more than 25 years, so in many eyes a U.S.-built Chrysler minivan is no different than one built in Ontario. When the U.S. Commerce Department tallies the nation's trade balance, though, the Canadian minivan is counted as an import.

Canadian-built cars need 50 percent "value-added" North American (Canadian and U.S.) content to qualify under the trade pact for duty-free shipment to the United States. But the United States and Canada don't always agree on the figures, and a U.S. Customs Service ruling last week that could subject Honda's Canadian plant to tariffs drew a sharp protest from the automaker. (See story on this page.)

A third possible standard is North American content as figured by the EPA. (Again, for the auto industry, North American is defined as Canada and the United States, excluding Mexico.)

That is how the U.S. government determines whether a car falls into a "domestic" or "import" fleet under federal fuel economy rules. And it holds some surprises: Mexican-assembled Mercury Tracers qualify as domestic; the assembled-in-Detroit Cadillac Allante, with an Italian-made body, is an import.

The EPA and the U.S. Treasury, through its U.S. Customs Service, have different thresholds for domestic content, and they count different things as content.

For import duty purposes, Ford's Canadian-built Crown Victoria and Grand Marquis have 68 percent North American content. It satisfies the U.S.-Canadian trade rules to be imported into the United States duty-free. But for EPA fuel-economy rules, which take into account such things as wages and advertising costs, the level is 73 percent. That makes it an import, not counted in Ford's domestic corporate average fuel economy numbers.

The EPA also groups by car line, not body style. If Aunt Millie likes the fact that Ohio-built Accord sedans, wagons and coupes have more than 75 percent domestic content, she might also want to know that the EPA counts the Ac-

see DOMESTIC, 66

JOE WILSSENS/AUTOMOTIVE NEWS

**Certification registration begins**

**Ray Green, left, NADA past president, signs up the 40 salespersons and seven managers who work at his dealerships for the NADA Sales Certification program at the NADA convention last week. Rolf Ruehring, executive director of NADA Dealership Operations, helped Green and other dealers enroll more than 500 salespersons. Green was instrumental in the development of the training program.**

# Ford loses a record $2.3 billion

CHARLES M. THOMAS
*Staff Reporter*

Ford Motor Co. expects the cost of incentives to fall this year as auto sales gather steam. More sales and lower incentive costs will go a long way to shore up the company's earnings performance.

In last year's double-dip recession, Ford posted record losses of $2.3 billion compared with earnings of $860 million in 1990. Sales and revenues were $88.3 billion, down 9.6 percent. The automaker's previous record annual loss was $1.5 billion in 1980.

Ford's worldwide automotive operations lost $3.2 billion in 1991, compared with a profit of $99 million in 1990. Automotive losses in the United States in 1991 amounted to $2.2 billion compared with a loss of $17 million in 1990.

David McCammon, Ford's vice president for finance and treasurer, blamed severe recessions in the United States, Australia and Great Britain for the losses.

But Ford's financial subsidiaries had record profits, and Autolatina, the company's Brazilian joint venture with Volkswagen, finally broke even in 1991.

Ford's average cost of incentives was $1,000 per vehicle last year. Incentives recently announced for this year work out to about $850 per unit, McCammon said.

Fourth quarter losses were $476 million, better than a $519 million loss in 1990. Domestic automotive operations lost $506 million in fourth quarter 1991 compared to a loss of $583 million for the period in 1990. Outside the United States, automotive operations lost $206 million in the fourth quarter compared to $123 million in losses a year ago.

Ford sold 1,296,000 units worldwide in fourth quarter 1991, down 140,000 units from a year earlier. For the year, Ford said it sold 5,359,000 units, down 513,000.

The company's financial services group reported record earnings of $927 million in 1991, up 22 percent from $761 million in 1990. Ford

see FORD, 85

**FORD ANNUAL EARNINGS**
**(Totals in millions)**

| Year | Total Revenue | Net Income |
|---|---|---|
| 1985 | $57,615 | $2,515 |
| 1986 | 69,694 | 3,285 |
| 1987 | 79,893 | 4,625 |
| 1988 | 92,446 | 5,300 |
| 1989 | 96,145 | 3,385 |
| 1990 | 97,650 | 860 |
| 1991 | 88,286 | ( 2,258) |

Source: Ford Motor Co.

# Tariff hike sought for imported minivans, four-door sport-utilities

MAX GATES
*Staff Reporter*

WASHINGTON — Proposals to raise the tariff on imported minivans and four-door sport-utilities are being considered by U.S. Treasury officials and by Democrats in Congress.

Importers and their dealers are actively opposing the efforts to reclassify minivans and sport-utilities as trucks, rather than passenger cars. As trucks, they would be subject them to a 25 percent tariff instead of the current 2.5 percent tariff charged on cars.

Department of the Treasury officials last week were reviewing their own 1989 decision that classified minivans and four-door sport-utilities as cars, subject only to a 2.5 percent tariff. Imported pickups and two-door sport-utilities pay the 25 percent duty.

A Treasury spokesman said the review is a routine response to the proposal in Congress.

The moves come in the midst of "Buy America" campaigns in the auto industry and as Democrats in Congress continue to pressure the Bush administration to reduce the $41 billion annual trade deficit with Japan. Three-quarters of that deficit comes from auto-related trade.

A tariff increase would cost the government money, argued George Nield, head of the Association of International Automobile Manufacturers in Arlington, Va. The 25 percent tariff "will very likely reduce the tariff earnings to zero, because the imports will very likely be non-competitive," he said.

In 1991, imports took 17.1 percent of the combined U.S. sales of minivans and compact sport-utilities, according to the *Automotive News* Data Center.

The 1989 Treasury ruling prompted Japanese makers to shift from two-door to four-door versions of their sport-utilities. Mazda buys its domestically produced two-door sport-utility, the Navajo, from Ford Motor Co. Suzuki builds two-door Sidekicks in Canada and imports four-door versions from

see TARIFF, 85

# Ford Europe losses prompt restructuring

DIANA T. KURYLKO
*Staff Reporter*

FRANKFURT — Shaken by a staggering loss in the United Kingdom, its home market, Ford of Europe confirmed last week that it is studying the possibility of moving its headquarters to the Continent as part of a sweeping program to streamline operations.

"As part of our overall restructuring program, Ford is leaving no stone unturned to find ways of improving the international competitiveness of our European operations," the company said in a statement.

The company denied that it is considering moving its research and engineering operations from Britain to Germany, however.

Ford Motor Co. late last week reported a loss of more than $1.1 billion in 1991 on its European operations, once the crown jewel of its domain. The company said that a $761 million loss by Ford of Britain and a $354 million loss at Jaguar wiped out profits on the European continent and other overseas markets.

Had Jaguar ownership not been transferred directly to world headquarters in Dearborn in November, said Ford of Europe, its loss would have been $1.7 billion.

Ford of Europe earned $145 million in 1990 and a record $1.19 billion in 1989.

Against that backdrop, Ford confirmed that it is considering the relocation of its headquarters from Britain as part of a restructuring that will eliminate thousands of jobs and slash development spending by 25 percent in coming years.

Company insiders — notably Ford of Germany executives — have recommended such a move for years, grousing that corporate staff in Britain are too isolated and out of touch with what one called the "real" world.

Like other carmakers in Europe, Ford, the No. 4 producer, is bracing for an onslaught of more products from Japanese transplants building cars in England, the heart of its market.

William E. Fike, president of Ford of Europe, said last week that the company's restructuring would include:

- A 30 percent cut in the ranks of management, indirect salaried workers and foreign service employees by the end of next year. The program, instituted last year, has already trimmed 6 percent of the salaried staff and is ahead of schedule, Fike said.

see EUROPE, 85

# digest

**SOUTHEAST TOYOTA LOSES SUIT**

DARLINGTON, S.C. — A South Carolina jury ruled last week that Southeast Toyota Distributors Inc. defrauded a local businessman when he bought a Toyota dealership in 1986.

Richard Beasley, a Florence, S.C., banker, claimed that Southeast Toyota provided falsified financial data on Toyota of Florence Inc. Beasley also claimed the company forged his name to financial documents relating to the purchase and coerced store managers into accepting unwanted inventory.

Southeast Toyota plans to appeal. The company said the Beasley verdict would not affect the outcome of more than a dozen other dealer suits against the independent distributor.

**FORD RECALLS TRUCKS**

DETROIT — Ford Motor Co. is recalling about 350,000 1992 light- and medium-duty F-Series trucks, Broncos and Rangers because of a potential problem in the door latches.

The company said if water leaked into the door-latch release mechanism and froze, the door could appear to be latched when it wasn't.

**INVESTORS LIKE CHRYSLER**

HIGHLAND PARK, Mich. — Chrysler Corp. could get $800 million to $1 billion in cash with an offering of new, convertible preferred shares to institutional investors. The company declined comment on the offering.

Chrysler had intended to sell 8 million high-yield, preferred shares at $50 each, for $400 million. But there was strong demand last week for the stock, which offers a dividend of 9.25 percent to 9.75 percent and converts to common stock in 1995.

Investors appear to be betting that Chrysler's cost-cutting and its upcoming new products will boost the company's fortunes. Chrysler lost $795 million last year.

**CARRYOVER CASH STAYS**

DALLAS — General Motors will pay a 5 percent carryover allowance on all 1992 models in a dealer's inventory when the 1993s are introduced, and Ford Motor Co. has announced a 5 percent carryover rebate on Escort and Probe.

Ray Rota, GMC Truck general sales manager, said GM dealers will receive the same allowance as last year. GM will pay 5 percent of sticker price upon delivery to customers for every 1992 vehicle sold between the 1993 introduction and March 31, 1993. Dealers will get a lump-sum payment of 5 percent for each 1992 vehicle in stock after March 31, 1993.

Ross Roberts, general manager of Ford Division, said dealers will get the 5 percent allowance on 1992 Probes and Escorts when the 1993 models are introduced. The new Escort will debut in the spring and the Probe in June.

The company has not announced carryover payments on other 1992 models, but Roberts said "it's important that we have a good price spread" between the older and newer models.

**ACHIEVA SCX IS $15,190**

The highest-performing version of the new Oldsmobile Achieva has a manufacturer's suggested retail price of $15,190. The SCX is $2,475 more than the base Achieva S coupe.

J. Michael Losh, Oldsmobile general manager, announced the price of the sports model at the Chicago auto show.

The heart of the SCX package is a 190-horsepower version of the 2.3-liter Quad 4 engine. The SCX also features a five-speed manual transaxle, low-back-pressure exhaust, 14-inch aluminum alloy wheels, a wider-track rear axle than regular Achieva models and an electronically adjustable shock-damping system. As on other Achievas, anti-lock brakes are standard equipment.

**WHITE CALLS FOR QUOTA**

TORONTO — Canadian Auto Workers President Bob White wants the Canadian government to limit Japanese vehicle imports to 16 percent of the Canadian market. He said the quota should be phased in over two years. It would not affect vehicles built in North American transplants. In a speech at a *Financial Post* conference on the auto industry, White also called on the government to withdraw from the U.S.-Canada-Mexico free-trade talks and peg the Canadian dollar at 80 cents U.S.

# Retail upturn builds hopes

JIM HENRY
*Staff Reporter*

A substantial jump in early-February sales, coming on the heels of a late-January gain, carry an early whiff of a sales recovery.

The industry sold 281,082 cars and light trucks in the first 10 days of February, 13.8 percent more than last year when the Persian Gulf ground war was underway. Truck sales shot up 24.6 percent, and car sales rose 8.9 percent.

Sales were awful in the year-ago period, but analysts said this year's figures contain a much smaller percentage of fleet business, and the increase in retail sales is cause for optimism.

"The retail customer is starting to come back, and that's the guy who's been so elusive for the last couple of years," said Jack Kirnan, auto industry analyst for Kidder, Peabody & Co. in New York. "There's no question that there's very powerful evidence a recovery is taking hold in the industry."

General Motors sales jumped 23.8 percent, and Ford Motor Co. was up 21.8 percent in early February. American Honda Motor Co. Inc. rose 15.8 percent; Nissan Motor Corp. in U.S.A. edged up 4.7 percent; and Toyota Motor Sales U.S.A. Inc. surged 24.2 percent. Each of those companies reports 10-day sales totals. *Automotive News* estimates the figures for others.

Kirnan said Big 3 products have made it onto more buyers' shopping lists. "That doesn't necessarily mean the 'Buy American' thing is for real," he said, "but at least people are giving American cars a new look, and that certainly emanates from the trade talks" in January, when President Bush took the Big 3 chairmen with him to Japan.

Ray Shepherd, chairman of Ray Shepherd Motors Inc. in Fort Scott, Kan., thinks there's "a definite resurgence in interest in domestic vehicles." He should know. Shepherd has Chevrolet, Pontiac, Oldsmobile, Buick, Cadillac, GMC, Ford, Lincoln, Mercury, Dodge, Chrysler and Plymouth franchises. Plus Toyota.

Kirnan said fleet sales for GM are running about 8 percent below last year and "certainly less than 40 percent" of total car sales. A GM spokesman confirmed that GM's fleet sales are "less than one-third" of the car mix so far this year.

At this time last year, fleet sales were accounting for more than 50 percent of industry sales, said Joel Pitcoff, Ford's research and analysis manager.

Inventory table ➤ 8

## 10-DAY CAR AND TRUCK SALES, BY MAKE

| | Feb. 1-10, 1992 | Feb. 1-10, 1991 |
|---|---|---|
| **ALFA ROMEO** (imp. car)* | 55 | 92 |
| **Acura** (imp. car) | 2,298 | 2,119 |
| Domestic car | 7,737 | 6,217 |
| Imported car | 3,513 | 3,366 |
| **Honda** | 11,250 | 9,583 |
| **AMERICAN HONDA** | 13,548 | 11,782 |
| **ASTON MARTIN** (imp. car)* | 2 | 2 |
| **BMW** (imp. car)* | 1,862 | 2,059 |
| Domestic car* | 2,627 | 2,488 |
| Imported car* | 0 | 47 |
| Domestic truck* | 89 | 72 |
| **Chrysler Division*** | 2,716 | 2,607 |
| Domestic car* | 7,399 | 7,007 |
| Imported car* | 604 | 836 |
| Domestic truck* | 10,893 | 8,164 |
| Imported truck* | 129 | 227 |
| **Dodge*** | 19,025 | 16,234 |
| Domestic car* | 770 | 729 |
| Imported car* | 245 | 224 |
| **Eagle*** | 1,015 | 954 |
| Domestic truck* | 3,898 | 3,154 |
| **Jeep*** | 3,898 | 3,154 |
| Domestic car* | 4,304 | 4,076 |
| Imported car* | 312 | 417 |
| Domestic truck* | 3,720 | 3,010 |
| **Plymouth*** | 8,335 | 7,502 |
| Domestic car* | 15,100 | 14,300 |
| Imported car* | 1,161 | 1,525 |
| Domestic truck* | 18,600 | 14,399 |
| Imported truck* | 129 | 227 |
| **CHRYSLER CORP.*** | 34,990 | 30,450 |
| Imported car* | 129 | 169 |
| Imported truck* | 56 | 58 |
| **DAIHATSU*** | 185 | 227 |
| **FERRARI** (imp. car)* | 24 | 24 |
| Domestic car | 26,468 | 22,353 |
| Imported car | 1,079 | 658 |
| Domestic truck | 28,982 | 21,903 |
| **Ford Division** | 56,529 | 44,914 |
| Domestic car | 2,381 | 3,847 |
| **Lincoln** | 2,381 | 3,847 |
| Domestic car | 7,225 | 5,231 |
| Imported car | 1,445 | 1,481 |
| **Mercury** | 8,670 | 6,712 |
| Domestic car | 36,074 | 31,431 |
| Imported car | 2,524 | 2,139 |
| Domestic truck | 28,982 | 21,903 |
| **FORD MOTOR CO.** | 67,580 | 55,473 |
| Domestic car | 11,175 | 10,176 |
| **Buick** | 11,175 | 10,176 |
| Domestic car | 6,279 | 5,361 |
| **Cadillac** | 6,279 | 5,361 |
| Domestic car | 28,743 | 25,095 |
| Imported car | 2,647 | 1,388 |
| Domestic truck | 25,409 | 18,615 |
| Imported truck | 96 | 47 |
| **Chevrolet** | 56,895 | 45,145 |
| **GMC** | 6,407 | 4,783 |
| Domestic car | 9,617 | 8,204 |
| Domestic truck | 688 | 442 |
| **Oldsmobile** | 10,305 | 8,646 |
| Domestic car | 14,879 | 13,084 |
| Imported car | 265 | 732 |
| Domestic truck | 816 | 346 |
| **Pontiac** | 15,960 | 14,162 |
| Domestic car | 2,743 | 443 |
| **Saturn** | 2,743 | 443 |
| Domestic car | 73,436 | 62,363 |
| Imported car | 2,912 | 2,120 |
| Domestic truck | 33,320 | 24,106 |
| Imported truck | 96 | 47 |
| **GENERAL MOTORS** | 109,764 | 88,636 |
| **HYUNDAI*†** | 2,183 | 3,910 |
| Imported car* | 314 | 199 |
| Domestic truck* | 818 | 316 |
| Imported truck* | 2,126 | 2,826 |
| **ISUZU*** | 3,259 | 3,341 |
| **JAGUAR** (imp. car)* | 298 | 661 |
| **LAMBORGHINI** (imp. car)* | 4 | 4 |
| **LOTUS** (imp. car)* | 8 | 8 |
| **MASERATI** (imp. car)* | 6 | 6 |
| Domestic car | 744 | 1,469 |
| Imported car* | 3,130 | 2,839 |
| Domestic truck | 115 | 176 |
| Imported truck* | 2,176 | 2,591 |
| **MAZDA*** | 6,164 | 7,076 |
| **MERCEDES-BENZ** (imp. car)* | 1,427 | 2,747 |
| Domestic car | 1,635 | 2,987 |
| Imported car* | 2,107 | 1,878 |
| Imported truck* | 566 | 1,193 |
| **MITSUBISHI*** | 4,309 | 6,058 |
| **Infiniti** | 843 | 923 |
| Domestic car | 1,758 | 1,363 |
| Imported car* | 5,800 | 5,484 |
| Domestic truck | 1,558 | 1,647 |
| Imported truck* | 3,667 | 3,427 |
| **Nissan*** | 12,783 | 11 900 |
| **NISSAN MOTOR CORP.** | 13,427 | 12,824 |
| **PEUGEOT** (imp. car)* | 34 | 184 |
| **PORSCHE** (imp. car)* | 81 | 240 |
| **RANGE ROVER** (imp. truck)* | 143 | 158 |
| **ROLLS/BENTLEY** (imp. car)* | 7 | 30 |
| **SAAB** (imp. car)* | 625 | 844 |
| **STERLING** (imp. car)* | 0 | 92 |
| Domestic car | 646 | 655 |
| Imported car* | 1,125 | 1,619 |
| **SUBARU*** | 1,771 | 2,274 |
| Imported car | 92 | 84 |
| Imported truck | 299 | 275 |
| **SUZUKI†** | 391 | 359 |
| **Lexus** (imp. car) | 1,296 | 733 |
| Domestic car | 5,495 | 3,458 |
| Imported car | 6,049 | 5,242 |
| Domestic truck | 239 | 0 |
| Imported truck | 3,102 | 3,596 |
| **Toyota** | 14,885 | 12,296 |
| **TOYOTA MOTOR SALES** | 18,181 | 13,02? |
| **Audi** (imp. car)* | 351 | 405 |
| Imported car* | 1,498 | 2,315 |
| Imported truck* | 41 | 110 |
| **Volkswagen*** | 1,539 | 2,426 |
| **VWoA*** | 1,890 | 2,830 |
| **VOLVO*†** | 1,133 | 1,788 |
| **YUGO** (imp. car)* | 104 | 75 |
| **Domestic car** | 142,825 | 124,243 |
| **Imported car** | 42,423 | 45,625 |
| **TOTAL CAR** | 185,948 | 169,868 |
| **Domestic truck** | 83,832 | 62,547 |
| **Imported truck** | 12,402 | 14,587 |
| **TOTAL TRUCK** | 96,034 | 77,054 |
| **TOTAL CAR & TRK** | 281,982 | 246,922 |

*Estimated †Breakdown of North American built and imported car sales not available.
There were 8 selling days in the period this year and 8 last year.

# January inventories rise despite sales surge

Car and light-truck inventories swelled in January despite a late-month sales surge.

The industry had an 87-day supply of cars and light trucks on Feb. 1, up from 76 a month earlier.

Car inventories crept up to 85 days from 78. Truck inventories — which had been thinned by a year-end pickup sales race between Ford and Chevrolet — jumped to 91 days from 73 on Jan. 1.

Ford Division reported a 111-day supply of pickup trucks, compared to 37 days a month earlier. The Chevrolet pickup supply was 114 days, up from 66.

The largest Japanese-based companies generally had thinner inventories than the Big 3. One exception was Nissan Motor Corp. in U.S.A., which rose to 120 days from 96. — *Jim Henry*

# Hummer looks for a few good dealers

PETER BROWN
*Editor*

DALLAS — Dealers: If you want a new franchise that definitely won't cannibalize sales from your other lines, AM General Corp. has a deal for you.

You can sell the Hummer.

The "street-legal" version of the Persian Gulf workhorse was on display at the Dallas convention of the National Automobile Dealers Association, where AM General was recruiting dealers.

The company plans to sell the wide-track, high-perched Hummer to the public through 30 dealers beginning in June, says Phillip Potter, manager of dealer operations for AM General. Ten more dealers will be added by year's end, and another 10 by next June, Potter said.

He said plenty of dealers showed interest at the convention.

Potter hopes for sales of five to eight Hummers per month per dealer, chiefly to commercial customers such as oil companies or utilities.

But there are also individual customers. The target, Potter said, is the "country yuppie," an outdoor person with the income to buy a vehicle expected to be priced at $40,000 to $55,000.

The Hummer is not for every taste. To create a 16-inch ground clearance, its drivetrain runs longitudinally between the two front and two rear seats. The company says that at 85 inches, it is only seven inches wider than a big station wagon.

A 6.2-liter General Motors diesel engine generates 150 horsepower at 3,600 rpm, and a high-grunt 250 pounds-feet of torque at just 2,000 rpm. EPA ratings for the 6,200-pound vehicle are 13.2 mpg in the city and 13.6 mpg in highway driving, Potter said.

AM General spokeswoman Susan Carney said the company is building 57 Hummers a day at AM General's plant in Mishawaka, Ind., chiefly for military and international customers. That can be increased to as many as 200 a day, she said.

AM General is not requiring dealers to

# in brief

SERVICE

## MEMA offers toxics labeling

ENGLEWOOD CLIFFS, N.J. — The Motor and Equipment Manufacturers Association is offering its comprehensive toxics labeling compliance service.

The program helps group members who use or sell toxic chemicals or materials to comply with state and federal environmental laws. A quarterly newsletter supplies general information on compliance, including lists of covered substances.

In addition, urgent information is provided in "Flash Updates," and members also may address specific questions and problems to compliance experts at MEMA's Washington office.

Annual cost is $250 for members. For more information call (201) 569-8500.

## GM to eliminate paper catalogs

DETROIT — General Motors will supply its dealers with only microfiche or electronic catalogs after September 1993.

"Although paper catalogs will still be available prior to the 1994 model year, we're recommending GM dealers start investigating whether microfiche, electronic catalogs or both will best fit their needs," said Edgar Smith of GM's Service Parts Operations.

## Nissan revises parts marketing

CARSON, Calif. — Nissan Motor Corp. in U.S.A. has restructured its parts and service marketing unit within its Operations Support Group.

The group was formed last October to consolidate services that had been within a parts and service division.

The changes organize the marketing unit around four categories:

- Collision repair products will focus on market-responsive pricing and integrated marketing. Tim Gregart has been named manager.
- Accessory products will integrate marketing efforts with divisional and regional vehicle promotions for options such as air conditioning and audio systems. Kevin Thompson has been named manager.
- Service products includes remanufacturing, maintenance and repair products and will emphasize programs to enhance owner loyalty. Bob Sergi is manager.
- Assurance products will integrate warranty, maintenance contracts and extended service products. Craig Adrian is manager.

"The emphasis of the new structure is to build subject experts by product lines, promote long-term focus on positive ownership experience and increase responsiveness to market changes," said Peter Bossis, parts and service marketing manager.

The changes bring the unit in line with organizational strategies in the Nissan and Infiniti divisions' marketing departments.

# GM waits on parts markup

## Decision expected by '93, Rock says

PHIL FRAME
*Staff Reporter*

DALLAS — By the end of the year, General Motors is expected to start paying dealers more for the parts they use in warranty repairs, said Ray Green, past president of the National Automobile Dealers Association and NADA Chevrolet line representative.

GM executives acknowledge that they will have to close the gap between the wholesale rate now paid — roughly cost plus 30 percent markup — and the retail rate NADA seeks.

GM Vice President John Rock, head of the customer sales and service staff, also said the company hopes to announce its intentions on warranty parts markup before 1993. He said GM hasn't decided what to do, but finances will not permit the company to raise the reimbursement rate now.

GM executives had hinted that some announcement might be made early this year, and some observers had expected action at NADA's annual convention last week.

Green said he can't talk about GM's plans for warranty parts markup. He said he expects GM to reveal its plans "by the end of the year."

> "I don't think the manufacturer has any money to do anything now."
>
> RAY GREEN
> NADA PAST PRESIDENT

Green said the recession is the reason GM didn't act on the issue at NADA. "I don't think the manufacturer has any money to do anything now," he said.

Warranty parts reimbursement has been a key issue for NADA since it released a study last June showing that the average dealership would get about $63,000 a year more if dealers were paid retail rates for parts used for warranty repairs.

Rock said the corporation considered tying warranty parts reimbursement rates to the dealership's customer satisfaction index rating.

Dealerships with good CSI ratings could get markups as high as cost plus 90 percent for warranty parts while those with poor CSI scores would continue to get about cost plus 30 percent.

But Rock said GM dropped the idea after dealers complained that CSI ratings don't always distinguish whether problems are caused by the manufacturer or the dealership.

# 'Green' service systems dominate exhibit hall

MAX GATES
*Staff Reporter*

Van converters, computer programmers, and finance and insurance packagers were in Dallas in numbers, but environmental protection was the emerging theme at the NADA exhibit halls.

Disposal systems for used oil, old anti-freeze and air conditioning refrigerants — ranging from waste haulers to on-site refiners — were being promoted, reflecting the new concern for environmental issues.

The key issue is how to dispose of the range of potential pollutants that a dealership generates. Handling those substances is costly, and even when it's done right, dealers can remain exposed to potential liability long after the wastes have been hauled away from the dealership.

The wide range of displayed products offered dealers the potential to cut disposal costs, save money on heating and electricity, and add profitable new recycling and reclaiming services to their operations.

Marketers promised payback times of two years or less on equipment ranging up to $10,000 or more.

Dealers might even generate some positive public relations by touting their environmentally conscious operations, noted Mary Burnett of Waste Energy Inc. of Sarasota, Fla.

"Dealers not only avoid the potential liability of disposing of wastes, but they also get the good PR of being concerned for the environment," Burnett said.

Waste Energy's line of Goldfire products included rerefining equipment that converts used oil, solvents and other petroleum-based products into No. 2 diesel oil. That can be sold, used in cars and trucks or burned in Goldfire's electrical generators to cut electricity costs.

Waste oil heaters have evolved from pot-bellied stoves in "mom and pop operations" to today's

thermostatically controlled, 4,000-plus BTU units, said Bill Forbes of Lenan Corp. of Janesville, Wis., which markets Recyclit waste oil heaters.

In his area of the country, waste oil heaters can pay for themselves in reduced heating bills and hauling fees in one year, Forbes noted.

Among the environmental products on display were:

- BG Products Inc., of Wichita, Kan., showed a recycling unit that cleans the anti-freeze from a 19-quart system in less than three minutes.
- Lube Cube of Severn Park, Md., had above-ground double-walled containment systems for storing used oil.
- Ford Rotunda showed a wide range of equipment including parts washers, waste water recyclers, and a crushing machine to get oil out of used filters.
- Better Engineering of Baltimore, Md., displayed its parts washing machines that use biodegradable detergents and water.
- Safety-Kleen Corp. of Elgin, Ill., offered a variety of educational and training seminars to help dealers comply with federal environmental regulations. "These are hot issues with the dealers," said Linda Schleifer of Safety-Kleen.
- Kleer-flo of Eden Prairie, Minn., touted its custom-designed solvent reclaimers, anti-freeze recyclers and brake washing equipment, which it has custom-designed since 1936.

The phase-out of CFC-based refrigerants by mid-decade will create a double demand on dealers, who will be dealing with two incompatible products — old-style R-12 refrigerants that will remain in older model cars and the new R-134a refrigerants that will replace the CFC-based chemicals, said Robert Wiegard of Kent-Moore Tool Group of Warren, Mich.

Concern for the environment extended to the inside of cars as well, with a new product called Airsept. The product is designed to kill the molds, mildew and bacteria in air conditioners that can cause odors and allergic reactions.

The three-stage treatment protects against odors for one year, according to marketer Myron Stein of Tucker, Ga. It has a suggested price of $69 to $99, depending on dealer location and other costs.

JOE WILSSENS/AUTOMOTIVE NEWS

**Galen Myers, left, executive vice president of BG Products Inc. of Wichita, Kan., demonstrates a coolant recycling machine to Don Rydma, owner of Don Rydma Chevrolet-Oldsmobile in Whitehall, Mont.**

## Chrysler sponsors trouble shoot contest

DETROIT — Chrysler Corp., in conjunction with the American Automobile Association, will sponsor the 1992 Trouble Shooting Contest.

The contest was previously known as the Plymouth/AAA Trouble Shooting Contest, which Plymouth started in 1949.

The competition begins this month with written tests. State champions will meet in June at the Chrysler Technology Center to duel for the national title.

# Service business drops in '91

DETROIT — Service and parts business surged in December, but the gain wasn't enough to prevent the Automotive News Service Index for 1991 from slightly trailing 1990.

Dealers' service and parts business in December was 107.2 percent of that recorded in December 1990, the largest year-to-year monthly increase in 1991. All five categories of the Service Index showed gains, led by repair orders written, up 8.8 percent. Sales of all parts and accessories rose 7.5 percent, and gross profit on all sales of labor, parts and accessories rose 6.5 percent.

For 1991, service and parts business was 99.4 percent of the amount recorded for 1990.

Slight annual gains were posted in shop parts sales, up 1.6 percent, repair orders written, up 0.8 percent, and labor sales, up 0.1 percent. But sales of all parts and accessories declined 1.0 percent for the year, and gross profit on all sales of labor, parts and accessories was down 0.6 percent.

Figures used in the Automotive News Service Index are compiled from a cross-section of new-car dealerships.

**SERVICE INDEX**
**107.2***

| | Dec. '91 vs. Dec. '90 | Jan.-Dec. '91 vs. Jan.-Dec. '90 |
|---|---|---|
| Gross Profit on All Labor and P&A Sales | + 6.5% | – 0.6% |
| Repair Orders Written | + 8.8% | + 0.8% |
| Total Labor Sales (Customer & Warranty) | + 5.1% | + 0.1% |
| Shop Parts Sales (Customer & Warranty) | + 5.0% | + 1.6% |
| Sales of All P&A | + 7.5% | – 1.0% |

* Survey by Automotive News shows that dealers' service and parts business in December 1991 was 107.2 percent of business in December 1990. Service business in 1991 was 99.4 percent of business in the corresponding period in 1990.

**ALABAMA**
Custom Auto Vinyl Tops - Birmingham
Trim Line Design - Montgomery

**ARIZONA**
Arizona Sun Tops - Phoenix
Jamis Auto Upholstery - Tucson
Sunroof Specialties - Mesa

**CALIFORNIA**
American Sunroof - San Diego
American Sunroof - Valley - Van Nuys
American Sunroof - Britax - Santa Ana
American Sunroof - Los Angeles
American Sunroof - Orange County - Santa Ana
D & D Kustom Vans - Fresno
DSI - Sunroofs - Pacheco
American Sunroof - East Bay - Emeryville
Precision Auto Sunroof of San Diego - San Marcos
Quality Sunroofs - Santa Clara
Sierra Coach Sunroof - Sacramento
Upholstery Galore Incorporated - Santa Barbara
American Sunroof - Inland Empire - Riverside

**COLORADO**
Automotive Dealer Services - Denver
Pike's Peak Sunroof - Colorado Springs
Rocky Mountain Sunroof Inc. - Denver

**DELAWARE**
Auto Port Incorporated - New Castle

**FLORIDA**
American Sunroof of Florida - Clearwater
Florisun Custom Coach of Sarasota, Inc. - Sarasota
Florida Automotive Restyling Inc. - Orange Park
Florida Automotive Restyling - Orlando
Florisun Custom Coach - Fort Myers
Kelley's Custom Auto Trim - Boca Raton
Sunroof of Florida - Oakland Park

**GEORGIA**
Custom Auto Styling Inc. - Marietta
Kiser Upholstery Shop - Conyers
Spectrum Sound & Accessories - Atlanta

**IDAHO**
Auto Trim Design - Boise

**ILLINOIS**
Broadway Auto Top - Evanston
Lang's Auto - Northbrook
Lang's Auto - Bridgeview
Tucker Automotive Corporation - Palatine
Uni-Sun Incorporated - Lombard

**INDIANA**
Auto Trim Design of Stutz, Inc. - Columbus
Auto Trim Design of Stutz, Inc. - Indianapolis
Classic Auto Tops - Indianapolis
Fabini's Auto Trim Co., Inc. - Fort Wayne

**IOWA**
Top King Incorporated - Des Moines

**KANSAS**
Top King Incorporated - Kansas City

**KENTUCKY**
Auto Trim Design of Stutz, Inc. - Louisville

**LOUISIANA**
Mark Faries Top & Trim - Shreveport
Top Hatch Inc. - Harahan
Tops Unlimited Incorporated - Baton Rouge

**MARYLAND**
Adler & Mandel - Rockville
Creative Customs - Capital Heights

**MASSACHUSETTS**
ADI Automotive Designs Inc. - Agawam
ADI Automotive Designs Inc. - Woburn
ADI Automotive Designs Inc. - Brockton

**MICHIGAN**
Auto Sunroof & Accessories - Troy
Henderson Glass Grand Rapids, Inc. - Grand Rapids
Ideal Customizing - Ferndale
Kelley's Custom Trim - Flint

**MINNESOTA**
E & G Classics - Minneapolis
Sunroofs Etc. - Bloomington

**MISSISSIPPI**
Stegall's Body Shop - Jackson

**MISSOURI**
Central Service Co. - St. Louis

**NEBRASKA**
Galvin Glass - Bellevue

**NEVADA**
Glorified Bodies - Las Vegas
Trim Line of Reno - Reno

**NEW HAMPSHIRE**
Automotive Customizing - Hooksett

**NEW JERSEY**
Auto Styling Center - Absecon
Auto Sunroof Incorporated - Cinnaminson
Autobahn Custom Car - Middletown
Automotive Concepts - Plainfield
Coastal - Allaire
Craftsman Automotive - Bellmawr
Purich Incorporated - Bogata

**NEW MEXICO**
K-B Sunroofs - Albuquerque

**NEW YORK**
American Auto & Plate Glass - Albany
Auto Sunroof of Larchmont - New Rochelle
Foxy's Tops & Accessories - Buffalo
MacGregor's Auto Restyling Center - Brooklyn
Metro Coach & Sunroof - Huntington Station
Rayco Auto Service Inc. - Syracuse
Rockford's Auto Service - Utica
Superior Auto Restyling - Westbury
Superior Auto Restyling - Bohemia
Tim's Trim Incorporated - Rochester

**NORTH CAROLINA**
Carolina Custom Car, Inc. - Wilmington
Charlotte Sunroofs Inc. - Charlotte
Tops & Trends Inc. - Kernersville

**NORTH DAKOTA**
Auto Glass Installers - Fargo

**OHIO**
Auto Options - Columbus
J.R. Pride Auto Center - Akron
Jim Hayden Incorporated - Cincinnati
Jim Hayden - Centerville
Keystone Auto Glass - Toledo
Roman Chariot - Cleveland
Roman Chariot of Akron - Tallmadge
Warren Auto Seat - Warren

**OKLAHOMA**
Auto Tops of Tulsa - Tulsa
Vinyl Top Specialists - Oklahoma City

**OREGON**
Western Sunroof - Portland

**PENNSYLVANIA**
Auto Sunroof Incorporated - Allentown
Automotive Accents - Mechanicsburg
Automotive Concepts Incorporated - Horsham
Automotive Concepts Incorporated - Exton
Executive Motors Inc. - Gibsonia

**RHODE ISLAND**
H M Howe Co., of New England - Providence

**SOUTH CAROLINA**
Love Automotive - Cayce

**TENNESSEE**
Auto Air & Sound - Nashville
Brown's Upholstery - Clinton
Cars, Etc. - Memphis

**TEXAS**
LeBeau's Automotive Concepts - San Antonio
Mike's Auto Top & Trim - McAllen
Restyling Specialists, Inc. - Houston
Southside Trim & Glass - Fort Worth
Texas Auto Tops - Farmers Branch
Texas Auto Tops - Plano
Top King of Houston - Houston

**UTAH**
Trim Line of Utah Inc. - Salt Lake City

**VERMONT**
Add-On Distributing - S. Burlington

**VIRGINIA**
Auto Sunroof & Accessories Inc. - Virginia Beach
Harold's Glass, Inc. - Newport News
Maxey Seat Cover Center Inc. - Roanoke
Sure Fit Seat Covers - Arlington

**WASHINGTON**
Auto Trim Design of Seattle - Seattle
Auto Trim Design of Spokane - Spokane
Special-T Striping & Sign Co. - Bellingham
Trim-Line of King County - Seattle

**WEST VIRGINIA**
Barrack's Incorporated - Charleston

**WISCONSIN**
Erickson Auto Trim - Madison
Erickson Auto Trim of Fox Valley - Menasha
Erickson Auto Trim - Racine

**WYOMING**
Auto Trim Design - Cheyenne

**CANADA**
Admiral Auto Glass
Fredericton, New Brunswick
Automotive Sunroof Company
Pickering, Ontario
Auto Port Limited
Halifax County, Nova Scotia
Canada Sunroofs Inc.
Dollards Des Ormeauz, Quebec
Commercial Auto Trim & Glass
Welland, Ontario
Dependable Auto Glass
Oakville, Ontario
Automotive Sunroof Company
Mississauga, Ontario
Automotive Styling Center
Burnaby, B.C.
California Carsmetics
London, Ontario
Clear View Auto Glass Ltd.
Richmond, B.C.
Concept Auto
Quebec City, Quebec
Dimas Auto Trim
Windsor, Ontario
Hamilton Sunroof
Hamilton, Ontario
King's Glass Ltd.
Calgary, Alberta
Ron's Auto Glass
Edmonton, Alberta
Standard Auto Glass
Belleville, Ontario
Standard Auto Glass
Thunder Bay, Ontario
Houghton Appearance Center
Guelph, Ontario
Ontario Automotive Sunroof
Concord, Ontario
Standard Auto Glass
Winnipeg, Manitoba
Standard Auto Glass
Regina, Saskatchewan
Standard Auto Glass
Sudbury, Ontario
Truss Line
Penticton, B.C.
Trim Works
Ottawa, Ontario
Trim Line of Southern Alberta
Lethbridge, Alberta
Windshield Doctor
Charlottetown, P.E.I.
Sunshine Auto Graphics
Vernon, B.C.



# Canada car sales dip; trucks rise in January

ANNE E. WRIGHT
and JEREMY SINEK
*Automotive News*

Light-vehicle sales fell 5.3 percent in Canada last month. Truck sales rose, and car sales dropped.

Automakers sold 78,375 cars and trucks in January, down from 82,780 a year ago. Each of the Big 3 lost sales. But year-to-year comparisons are distorted because of a Jan. 1, 1991, tax change that led to a small boom in car sales.

At that time, Canada dropped a 13.5 percent wholesale tax on manufacturers and added a 7 percent goods and service tax to the final selling price. The change induced fleets to delay car purchases until after the new year, when prices declined an average of about 4 percent. Truck sales improved this year compared with a poor month last year.

Last month's truck sales were up 7.3 percent. Among the gainers were: Chrysler, 0.8 percent; Ford, 18.7 percent; General Motors, 3.7 percent; Mazda, 40.2 percent; and Nissan, 20.2 percent.

Car sales dropped 10.8 percent. General Motors was off 6.1 percent; Ford Motor Co., 23.1 percent; and Chrysler Corp., 36.1 percent.

Chrysler car and truck sales were off 21.3 percent. But Larry Latta, general sales manager at Chrysler Canada, called last month's figures "an anomaly" because of substantial fleet deliveries. "Our January 1992 retail vehicle deliveries actually increased 5 percent," he said.

Car importers, which do less fleet business, scored gains in January. Imported car sales in Canada were up 5.3 percent. Gainers included BMW, up 13.3 percent; Mazda, 67.2 percent; Nissan, 77.7 percent; and Suzuki, 36.4 percent.

## CANADIAN CAR AND TRUCK SALES

**JANUARY 1992**

| | January 1992 | January 1991 | 1 mo 1992 | 1 mo 1991 |
|---|---|---|---|---|
| **BMW** (imported car) | **281** | **248** | **281** | **248** |
| N.A. Car | 4,807 | 8,387 | 4,807 | 8,387 |
| Imported Car | 1,370 | 1,273 | 1,370 | 1,273 |
| N.A. Truck | 6,466 | 6,423 | 6,466 | 6,423 |
| Imported Truck | 65 | 54 | 65 | 54 |
| **CHRYSLER** | **12,708** | **16,137** | **12,708** | **16,137** |
| N.A. Car | 8,431 | 11,117 | 8,431 | 11,117 |
| Imported Car | 446 | 432 | 446 | 432 |
| N.A. Truck | 7,653 | 6,446 | 7,653 | 6,446 |
| **FORD** | **16,530** | **17,995** | **16,530** | **17,995** |
| N.A. Car | 17,923 | 19,880 | 17,923 | 19,880 |
| Imported Car* | 930 | 191 | 930 | 191 |
| N.A. Truck | 8,950 | 8,681 | 8,950 | 8,681 |
| Imported Truck | 348 | 283 | 348 | 283 |
| **GM** | **28,151** | **29,035** | **28,151** | **29,035** |
| N.A. Car | 1,827 | 1,054 | 1,827 | 1,054 |
| Imported Car | 3,443 | 4,152 | 3,443 | 4,152 |
| **HONDA** | **5,270** | **5,206** | **5,270** | **5,206** |
| N.A. Car | 186 | 261 | 186 | 261 |
| Imported Car | 816 | 961 | 816 | 961 |
| **HYUNDAI** | **1,002** | **1,222** | **1,002** | **1,222** |
| **JAGUAR** (imported car) | **30** | **44** | **30** | **44** |
| Imported Car | 34 | 20 | 34 | 20 |
| Imported Truck | 14 | 25 | 14 | 25 |
| **LADA** | **48** | **45** | **48** | **45** |
| **LAND ROVER** (imported truck) | **12** | **21** | **12** | **21** |
| N.A. Car | 239 | 287 | 239 | 287 |
| Imported Car | 1,940 | 1,016 | 1,940 | 1,016 |
| Truck** | 1,088 | 776 | 1,088 | 776 |
| **MAZDA** | **3,267** | **2,079** | **3,267** | **2,079** |
| **MERCEDES-BENZ** (imported car) | **215** | **235** | **215** | **235** |
| N.A. Car | 726 | 353 | 726 | 353 |
| Imported Car | 1,312 | 794 | 1,312 | 794 |
| Truck** | 783 | 652 | 783 | 652 |
| **NISSAN** | **2,821** | **1,799** | **2,821** | **1,799** |
| **PEUGEOT** (imported car) | **2** | **2** | **2** | **2** |
| **SUBARU** (imported car) | **481** | **471** | **481** | **471** |
| N.A. Car | 54 | 42 | 54 | 42 |
| Imported Car | 572 | 417 | 572 | 417 |
| N.A. Truck | 294 | 226 | 294 | 226 |
| Imported Truck | 175 | 303 | 175 | 303 |
| **SUZUKI** | **1,095** | **988** | **1,095** | **988** |
| N.A. Car | 1,045 | 908 | 1,045 | 908 |
| Imported Car | 2,668 | 2,598 | 2,668 | 2,598 |
| Imported Truck | 897 | 1,054 | 897 | 1,054 |
| **TOYOTA** | **4,610** | **4,560** | **4,610** | **4,560** |
| Imported Car | 1,573 | 2,367 | 1,573 | 2,367 |
| Imported Truck | 56 | 46 | 56 | 46 |
| **VOLKSWAGEN** | **1,629** | **2,413** | **1,629** | **2,413** |
| N.A. Car | 92 | 80 | 92 | 80 |
| Imported Car | 151 | 200 | 151 | 200 |
| **VOLVO** | **243** | **280** | **243** | **280** |
| **N.A. Car** | **35,330** | **42,369** | **35,330** | **42,369** |
| **Imported Car** | **16,244** | **15,421** | **16,244** | **15,421** |
| **TOTAL CAR** | **51,574** | **57,790** | **51,574** | **57,790** |
| **N.A. Truck** | **23,363** | **21,776** | **23,363** | **21,776** |
| **Imported Truck** | **3,438** | **3,214** | **3,438** | **3,214** |
| **TOTAL TRUCK** | **26,801** | **24,990** | **26,801** | **24,990** |
| **TOTAL CANADA SALES** | **78,375** | **82,780** | **78,375** | **82,780** |

*Includes Passport and Saab sales.
**Break down of N.A.-built and imported sales not available.
NOTE: N.A. sales are cars and trucks built in the United States and Canada.
Source: Automotive News Data Center and Assn. of Int'l. Automobile Mfrs. of Canada

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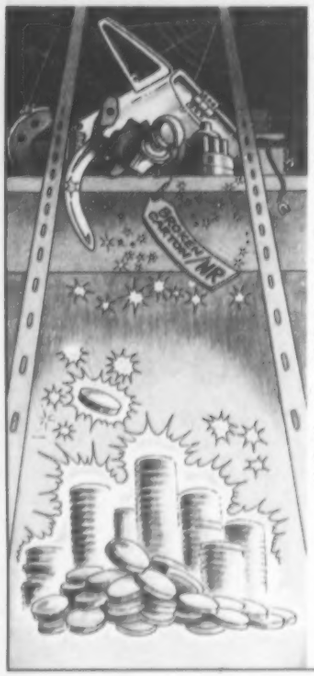

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# Sales brighten for European luxury cars

LINDSAY CHAPPELL
*Staff Reporter*

European importers enjoyed a comeback in January.

Porsche sales, for example, shot up 82.2 percent to 419 units. But that was compared with a terrible January 1991 when sales were down 65.2 percent and totaled only 230. That month set the tone for a year plagued by recession and a new U.S. luxury tax.

BMW sales rose 42.7 percent in January, helped by a more plentiful supply of its new 325, which starts at less than $30,000. Sales of 5-series (starting at $35,600) and 7-series models ($52,990) also were up.

"The psychological barrier seems to be $40,000 for the luxury tax," said BMW spokesman Tom McGurn. "Under that, people don't seem to worry so much about it." The tax is 10 percent on the portion of the transaction price that exceeds $30,000.

Other European makes also gained in January. Mercedes-Benz rose 30.3 percent; Audi, 28.1 percent, and Jaguar, 23.5 percent. Each fell significantly a year ago.

But as the Europeans rose, so did the Japanese high-end lines. Lexus sales increased 125.3 percent; Infiniti was up 31.2 percent; and Acura rose 2.5 percent.

Overall, imported car sales were up 6.4 percent.

## IMPORTED CAR SALES, JANUARY

| | Jan 1992 | Jan 1991 | 1 Mo. 1992 | 1 Mo. 1991 |
|---|---|---|---|---|
| Integra | 4,439 | 5,005 | 4,439 | 5,005 |
| Legend | 3,742 | 4,024 | 3,742 | 4,024 |
| NSX | 118 | 112 | 118 | 112 |
| Vigor | 1,066 | 0 | 1,066 | 0 |
| **ACURA** | **9,365** | **9,141** | **9,365** | **9,141** |
| Milano | 0 | 0 | 0 | 0 |
| Spider | 60 | 93 | 60 | 93 |
| 164 | 182 | 159 | 182 | 159 |
| **ALFA ROMEO** | **242** | **252** | **242** | **252** |
| **ASTON MARTIN** | **5** | **5** | **5** | **5** |
| 4000 | 0 | 0 | 0 | 0 |
| 5000 | 0 | 0 | 0 | 0 |
| 80 | 155 | 176 | 155 | 176 |
| 90 | 103 | 162 | 103 | 162 |
| V8 Quattro | 25 | 57 | 25 | 57 |
| Coupe Quattro | 22 | 30 | 22 | 30 |
| 100/200 | 674 | 334 | 674 | 334 |
| 100/200 Quattro | 101 | 84 | 101 | 84 |
| **AUDI** | **1,080** | **843** | **1,080** | **843** |
| 3 series | 2,025 | 1,339 | 2,025 | 1,339 |
| 5 series | 1,015 | 805 | 1,015 | 805 |
| 635 CSi | 0 | 2 | 0 | 2 |
| 7 series | 428 | 197 | 428 | 197 |
| 850i | 132 | 158 | 132 | 158 |
| M3 | 22 | 25 | 22 | 25 |
| M5 | 15 | 22 | 15 | 22 |
| M6 | 0 | 0 | 0 | 0 |
| **BMW** | **3,637** | **2,548** | **3,637** | **2,548** |
| Geo Storm | 4,160 | 4,509 | 4,160 | 4,509 |
| Geo Metro (Import) | 708 | 1,014 | 708 | 1,014 |
| *Geo Metro (Domestic)* | *8,474* | *6,867* | *8,474* | *6,867* |
| **CHEVROLET/GEO** | **4,868** | **5,523** | **4,868** | **5,523** |
| Colt | 1,331 | 1,910 | 1,331 | 1,910 |
| Conquest | 0 | 0 | 0 | 0 |
| Medallion | 0 | 0 | 0 | 0 |
| Stealth | 1,186 | 1,328 | 1,186 | 1,328 |
| Summit (Import) | 847 | 603 | 847 | 603 |
| *Summit (Domestic)* | *380* | *386* | *380* | *386* |
| Vista | 560 | 490 | 560 | 490 |
| TC | 0 | 73 | 0 | 73 |
| **CHRYSLER CORP.** | **3,924** | **4,404** | **3,924** | **4,404** |
| **DAIHATSU** | **369** | **448** | **369** | **448** |
| **FERRARI** | **80** | **88** | **80** | **86** |
| **FORD** Festiva | **3,725** | **2,616** | **3,725** | **2,616** |
| Civic/CRX (Import) | 5,212 | 4,838 | 5,212 | 4,838 |
| *Civic (Domestic)* | *10,011* | *6,851* | *10,011* | *6,851* |
| Accord (Import) | 5,918 | 7,414 | 5,918 | 7,414 |
| *Accord (Domestic)* | *21,032* | *15,576* | *21,032* | *15,576* |
| Prelude | 2,902 | 1,555 | 2,902 | 1,555 |
| **HONDA** | **14,032** | **13,807** | **14,032** | **13,807** |
| Excel | 3,066 | 4,362 | 3,066 | 4,362 |
| Sonata | 809 | 1,419 | 809 | 1,419 |
| Scoupe | 994 | 1,728 | 994 | 1,728 |
| Elantra | 1,150 | 0 | 1,150 | 0 |
| **HYUNDAI*** | **6,019** | **7,509** | **6,019** | **7,509** |
| M30 | 305 | 300 | 305 | 300 |
| Q45 | 990 | 560 | 990 | 560 |
| G20 | 1,148 | 1,002 | 1,148 | 1,002 |
| **INFINITI** | **2,443** | **1,862** | **2,443** | **1,862** |
| I-Mark | 0 | 21 | 0 | 21 |
| Impulse | 232 | 245 | 232 | 245 |
| Stylus | 435 | 189 | 435 | 189 |
| **ISUZU** | **667** | **455** | **667** | **455** |
| XJ6 | 470 | 392 | 470 | 392 |
| XJS | 161 | 119 | 161 | 119 |
| **JAGUAR** | **631** | **511** | **631** | **511** |
| **LAMBORGHINI** | **13** | **13** | **13** | **13** |
| ES250 | 2,436 | 1,382 | 2,436 | 1,382 |
| LS400 | 2,517 | 1,746 | 2,517 | 1,746 |
| SC400 | 2,091 | 0 | 2,091 | 0 |
| **LEXUS** | **7,044** | **3,128** | **7,044** | **3,128** |
| **LOTUS** | **27** | **27** | **27** | **27** |
| **MASERATI** | **29** | **29** | **29** | **29** |
| 323 | 1,375 | 1,824 | 1,375 | 1,824 |
| Protege | 3,757 | 4,370 | 3,757 | 4,370 |
| 626 (Import) | 151 | 1,152 | 151 | 1,152 |
| *626 (Domestic)* | *3,958* | *3,495* | *3,958* | *3,495* |
| MX-6 (Import) | 30 | 17 | 30 | 17 |
| *MX-6 (Domestic)* | *652* | *1,986* | *652* | *1,986* |
| MX-5 Miata | 1,282 | 1,906 | 1,282 | 1,906 |
| MX-3 | 2,059 | 0 | 2,059 | 0 |
| 929 | 1,941 | 747 | 1,941 | 747 |
| RX-7 | 240 | 407 | 240 | 407 |
| **MAZDA** | **10,835** | **10,423** | **10,835** | **10,423** |
| 190 class | 1,092 | 869 | 1,092 | 869 |
| 300 class | 1,466 | 1,109 | 1,466 | 1,106 |
| S class | 1,435 | 912 | 1,435 | 912 |
| SL Coupe/Roadster | 385 | 455 | 385 | 455 |
| Tourist | 23 | 32 | 23 | 32 |
| **MERCEDES-BENZ** | **4,401** | **3,377** | **4,401** | **3,377** |
| Tracer | 3,110 | 3,232 | 3,110 | 3,232 |
| Capri | 1,323 | 1,223 | 1,323 | 1,223 |
| XR4Ti | 0 | 0 | 0 | 0 |
| Scorpio | 0 | 0 | 0 | 0 |
| **MERCURY** | **4,433** | **4,455** | **4,433** | **4,455** |
| Starion | 0 | 0 | 0 | 0 |
| Diamante | 1,404 | 0 | 1,404 | 0 |
| Mirage (Import) | 446 | 1,413 | 446 | 1,413 |
| *Mirage (Domestic)* | *1,054* | *0* | *1,054* | *0* |
| Galant | 2,016 | 2,415 | 2,016 | 2,415 |
| Sigma | 0 | 27 | 0 | 27 |
| Precis | 153 | 292 | 153 | 292 |
| 3000GT | 850 | 751 | 850 | 751 |
| Expo LRV | 376 | 0 | 376 | 0 |
| Expo | 511 | 0 | 511 | 0 |
| Wagon | 4 | 51 | 4 | 51 |
| **MITSUBISHI** | **5,760** | **4,949** | **5,760** | **4,949** |
| Sentra (Import) | 4,151 | 1,689 | 4,151 | 1,689 |
| *Sentra (Domestic)* | *7,940* | *7,598* | *7,940* | *7,598* |
| Pulsar | 0 | 60 | 0 | 60 |
| NX | 622 | 0 | 622 | 0 |
| Stanza | 4,179 | 3,946 | 4,179 | 3,946 |
| Maxima | 6,209 | 6,475 | 6,209 | 6,475 |
| 240SX/200SX | 1,323 | 2,131 | 1,323 | 2,131 |
| 300ZX | 745 | 944 | 745 | 944 |
| Hawaii | 0 | 0 | 0 | 0 |
| **NISSAN** | **17,229** | **15,245** | **17,229** | **15,245** |
| **PEUGEOT** | **183** | **347** | **183** | **347** |
| **PONTIAC** LeMans | **1,966** | **2,289** | **1,966** | **2,289** |
| 924S/944 | 0 | 0 | 0 | 0 |
| 944 | 0 | 0 | 0 | 0 |
| 944S/Cabriolet | 43 | 55 | 43 | 55 |
| 944 Turbo | 0 | 0 | 0 | 0 |
| 911 Carrera 2 | 178 | 113 | 178 | 113 |
| 911 Turbo | 95 | 7 | 95 | 7 |
| 911 Carrera 4 | 85 | 38 | 85 | 38 |
| 928S4/GT | 18 | 29 | 18 | 29 |
| **PORSCHE** | **419** | **230** | **419** | **230** |
| **ROLLS/BENTLEY** | **22** | **22** | **22** | **22** |
| 900 | 209 | 225 | 209 | 225 |
| 900S | 302 | 259 | 302 | 259 |
| 900 Turbo | 177 | 210 | 177 | 210 |
| 9000S | 162 | 151 | 162 | 151 |
| 9000CD | 142 | 100 | 142 | 100 |
| 9000 Turbo | 66 | 78 | 68 | 78 |
| Tourist | 0 | 4 | 0 | 4 |
| **SAAB** | **1,060** | **1,027** | **1,060** | **1,027** |
| **STERLING** | **0** | **294** | **0** | **294** |
| Legacy (Import) | 806 | 838 | 806 | 838 |
| *Legacy (Domestic)* | *2,282* | *2,782* | *2,282* | *2,782* |
| Loyale | 2,003 | 2,484 | 2,003 | 2,484 |
| XT/XT6 | 0 | 169 | 0 | 169 |
| Justy | 292 | 791 | 292 | 791 |
| SVX | 238 | 0 | 238 | 0 |
| **SUBARU** | **3,339** | **4,282** | **3,339** | **4,282** |
| Swift (Import) | 513 | 390 | 513 | 390 |
| *Swift (Domestic)* | *24* | *1* | *24* | *1* |
| **SUZUKI** | **513** | **390** | **513** | **390** |
| Corolla (Import) | 6,206 | 6,017 | 6,206 | 6,017 |
| *Corolla (Domestic)* | *8,568* | *6,529* | *8,568* | *6,529* |
| Paseo | 2,822 | 0 | 2,822 | 0 |
| Tercel | 7,196 | 7,807 | 7,196 | 7,807 |
| Celica | 3,118 | 4,183 | 3,118 | 4,183 |
| Supra | 120 | 238 | 120 | 238 |
| Camry (Import) | 5,533 | 5,364 | 5,533 | 5,364 |
| *Camry (Domestic)* | *12,044* | *10,470* | *12,044* | *10,470* |
| Cressida | 332 | 832 | 332 | 832 |
| MR2 | 419 | 816 | 419 | 816 |
| **TOYOTA** | **25,746** | **25,257** | **25,746** | **25,257** |
| Cabriolet | 253 | 297 | 253 | 297 |
| Corrado | 280 | 408 | 280 | 408 |
| Jetta | 2,554 | 2,586 | 2,554 | 2,586 |
| Golf/GTI | 1,074 | 996 | 1,074 | 996 |
| Passat | 1,103 | 1,192 | 1,103 | 1,192 |
| Quantum | 0 | 0 | 0 | 0 |
| Scirocco | 0 | 0 | 0 | 0 |
| Fox | 1,148 | 931 | 1,148 | 931 |
| **VOLKSWAGEN** | **5,412** | **5,410** | **5,412** | **5,410** |
| 240 series | 1,757 | 2,082 | 1,757 | 2,082 |
| 700 series | 1,574 | 2,198 | 1,574 | 2,198 |
| 940 series | 2,162 | 955 | 2,162 | 955 |
| Tourist | 17 | 21 | 17 | 21 |
| **VOLVO*** | **5,510** | **5,256** | **5,510** | **5,256** |
| **YUGO** | **577** | **367** | **577** | **367** |
| **IMPORT TOTAL** | **146,518** | **137,722** | **146,518** | **137,722** |

*Estimate ○ Includes units produced in Canada NOTE: Domestic cars not included in imported totals.

Compiled by Karon Dobkewicz

# DOMESTIC

## It's not always easy to classify cars

*continued from* PAGE 4

cord as an import. That's because Honda also imports Accord sedans from Japan. And when the U.S. and Japanese versions are combined, the average North American content of all Accords is less than 75 percent.

What about import duty as a standard? It's nearly impossible to track because virtually every vehicle sold in the United States pays it. Customs charges duty on imported parts and components. So if a vehicle has 5 percent imported content, duty is levied on that 5 percent. The duty rate on cars is 2.5 percent of the foreign content; on trucks it's 25 percent.

Finally, at a time when Ford builds a Mazda and Mazda builds a Ford, Aunt Millie and Uncle Ned could use a scorecard noting what cars are built by someone else. It appears in a separate table below.

For the record, *Automotive News*, in its industry statistics, counts all vehicles assembled in the United States or Canada as "domestics." But even that's not as easy as it seems. Our domestic figures also include some Mexican-assembled models such as the Buick Century and Ford Escort. Why? Because when the same vehicle is built both in a U.S. plant and a Mexican plant, the Big 3 refuse to separate the numbers.

### BUILT FOR RESALE

Models that are built by a joint venture or by an automaker other than the selling company.

| Vehicle | Maker |
|---|---|
| Geo Metro | GM-Suzuki |
| Geo Metro convertible | Suzuki |
| Geo Prizm | GM-Toyota |
| Geo Tracker | GM-Suzuki |
| Dodge Colt | Mitsubishi |
| Dodge Stealth | Mitsubishi |
| Eagle Summit | Mitsubishi |
| Eagle Talon | Mitsubishi |
| Ford Festiva | Kia |
| Ford Probe | Mazda |
| Isuzu Pickup | Subaru-Isuzu |
| Isuzu Rodeo | Subaru-Isuzu |
| Mazda Navajo | Ford |
| Mitsubishi Precis | Hyundai |
| Plymouth Colt | Mitsubishi |
| Plymouth Colt Vista | Mitsubishi |
| Plymouth Laser | Mitsubishi |
| Pontiac LeMans | Daewoo |
| Subaru Legacy (U.S.) | Subaru-Isuzu |
| Suzuki Swift (Can.) | GM-Suzuki |
| Suzuki Sidekick (Can.) | GM-Suzuki |
| Toyota Corolla (U.S.) | GM-Toyota |

## DOMESTIC AND IMPORT CLASSIFICATIONS BY VEHICLE

**First column** lists cars and light trucks for sale in United States, arranged by make. Models in italics are made by a different automaker than the seller or by a joint venture. Vehicle names are repeated for models sourced in more than one country. * indicates that the EPA views the combined fleet of such models as imported; ** indicates the EPA treats the combined fleet as domestic.

**Second column** lists country where vehicle was assembled. For vehicles assembled in Canada, the "D" following the country means vehicle has 50 percent or more U.S. and Canadian content and is considered domestic by U.S. Treasury Department; "I" indicates less than 50 percent.

**Third column** is based on EPA fuel economy rules for domestic and import fleets. "D" indicates vehicle has 75 percent or more Canadian and U.S. content; "I" indicates 75 percent or less; "?" indicates manufacturer has not announced content details.

Example: Toyota Corolla sedans built in Canada are treated as domestic by U.S. Treasury and treated as an import by EPA. Also, EPA considers all Corollas together to be imported.

| | Country of assembly | 75 % U.S. |
|---|---|---|
| **ACURA** (all) | Japan | I |
| **ALFA ROMEO** (all) | Italy | I |
| **ASTON MARTIN** (all) | England | I |
| **AUDI** (all) | Germany | I |
| **BENTLEY** (all) | England | I |
| **BMW** (all) | Germany | I |
| **BUICK** Skylark | U.S. | D |
| Century** | U.S. | D |
| Century** | Mexico | ? |
| Regal | Canada (D) | D |
| LeSabre | U.S. | D |
| Roadmaster | U.S. | D |
| Park Avenue | U.S. | D |
| Riviera | U.S. | D |
| **CADILLAC** DeVille | U.S. | D |
| Fleetwood | U.S. | D |
| Brougham | U.S. | D |
| Eldorado | U.S. | D |
| Seville | U.S. | D |
| Allante | U.S. | I |
| **CHEVROLET** *Geo Metro** | Canada (D) | D |
| *Metro conv.* | Japan | I |
| *Geo Storm* | Japan | I |
| *Geo Prizm* | U.S. | D |
| Cavalier | U.S. | D |
| Corsica | U.S. | D |
| Beretta | U.S. | D |
| Camaro | U.S. | D |
| Lumina | Canada (D) | D |
| Caprice | U.S. | D |
| Corvette | U.S. | D |
| **CHRYSLER** LeBaron sedan** | Mexico | ? |
| LeBaron sedan** | U.S. | D |
| LeBaron coupe, conv.** | U.S. | D |
| New Yorker | U.S. | D |
| Imperial | U.S. | D |
| **DAIHATSU** (all) | Japan | I |
| **DODGE** *Colt* | Japan | I |
| Shadow** | U.S. | D |
| Shadow conv.** | Mexico | ? |
| Daytona | U.S. | D |
| Spirit** | U.S. | D |
| Spirit** | Mexico | ? |
| Dynasty | U.S. | D |
| Monaco | Canada (D) | D |
| *Stealth* | Japan | I |
| Viper | U.S. | D |
| **EAGLE** *Summit 4-dr.* | U.S. | I |
| *Summit 3-dr., wagon* | Japan | I |
| *Talon* | U.S. | I |
| Premier | Canada (D) | D |
| **FERRARI** (all) | Italy | I |
| **FORD** *Festiva* | Korea | I |
| Escort | U.S. | D |
| Escort | Mexico | D |
| *Probe* | U.S. | D |
| Tempo | U.S. | D |
| Tempo | Canada (D) | D |

"U.S. and Canadian officials disagree on the duty status and North American content of Geo Metro, Geo Tracker, Civic 3-dr., Suzuki Swift and Sidekick built in Canada. Currently, they are classified as domestics.

| | Country of assembly | 75 % U.S. |
|---|---|---|
| Mustang | U.S. | D |
| Taurus | U.S. | D |
| Thunderbird | U.S. | D |
| Crown Victoria | Canada (D) | I |
| **HONDA** *Civic 3-dr.*** | Canada (D) | I |
| Civic 4-dr.* | U.S. | D |
| Civic 4-dr.* | Japan | I |
| CRX | Japan | I |
| Accord coupe, wagon* | U.S. | D |
| Accord 4-dr.* | U.S. | D |
| Accord 4-dr.* | Japan | I |
| Prelude | Japan | I |
| **HYUNDAI** *Excel* | Korea | I |
| Scoupe | Korea | I |
| Elantra | Korea | I |
| Sonata | Korea | I |
| Sonata | Canada (I) | I |
| **INFINITI** (all) | Japan | I |
| **ISUZU** (all) | Japan | I |
| **JAGUAR** (all) | England | I |
| **LAMBORGHINI** (all) | Italy | I |
| **LEXUS** (all) | Japan | I |
| **LINCOLN** (all) | U.S. | D |
| **LOTUS** (all) | England | I |

Lotus is not importing 1992 models. It plans to introduce 1993 models this year.

| | | |
|---|---|---|
| **MASERATI** (all) | Italy | I |
| **MAZDA** 323 | Japan | I |
| Protege | Japan | I |
| 626** | U.S. | I |
| 929 | Japan | I |
| MX-3 | Japan | I |
| MX-5 Miata | Japan | I |
| MX-6** | U.S. | I |
| RX-7 | Japan | I |

**Will be classified as domestic in '93 model year

| | | |
|---|---|---|
| **MERCEDES-BENZ** (all) | Germany | I |
| **MERCURY** Tracer | Mexico | D |
| Topaz | Canada (D) | D |
| Topaz | U.S. | D |
| Capri | Australia | I |
| Sable | U.S. | D |
| Cougar | U.S. | D |
| Grand Marquis | Canada (D) | I |
| **MITSUBISHI** *Precis* | Korea | I |
| Mirage 3-dr. | Japan | I |
| Mirage 4-dr. | U.S. | I |
| Eclipse | U.S. | I |
| Galant | Japan | I |
| Expo | Japan | I |
| Diamante | Japan | I |
| 3000GT | Japan | I |
| **NISSAN** Sentra | U.S. | I |
| Sentra | Japan | I |
| NX 1600/2000 | Japan | I |
| Stanza | Japan | I |
| Maxima | Japan | I |
| 240SX | Japan | I |
| 300ZX | Japan | I |
| **OLDSMOBILE** (all) | U.S. | D |
| **PLYMOUTH** *Colt* | Japan | I |
| *Colt Vista* | Japan | I |
| Sundance | U.S. | D |

| | | |
|---|---|---|
| Acclaim** | U.S. | D |
| Acclaim** | Mexico | ? |
| *Laser* | U.S. | I |
| **PONTIAC** *LeMans* | Korea | I |
| Sunbird | U.S. | D |
| Grand Am | U.S. | I |
| Firebird | U.S. | D |
| Grand Prix | U.S. | D |
| Bonneville | U.S. | D |
| **PORSCHE** (all) | Germany | I |
| **ROLLS-ROYCE** (all) | England | I |
| **SAAB** (all) | Sweden | I |
| **SATURN** (all) | U.S. | D |
| **SUBARU** Justy | Japan | I |
| Loyale | Japan | I |
| Legacy | Japan | I |
| *Legacy* | U.S. | I |
| SVX | Japan | I |
| **SUZUKI** *Swift** | Canada (D) | D |
| Swift* | Japan | I |
| **TOYOTA** Tercel | Japan | I |
| *Corolla sedans** | U.S. | D |
| Corolla sedans* | Japan | I |
| Corolla sedans* | Canada (D) | I |
| Corolla wagons* | Japan | I |
| Paseo | Japan | I |
| Camry* | U.S. | D |
| Camry* | Japan | I |
| Cressida | Japan | I |
| Celica | Japan | I |
| MR2 | Japan | I |
| Supra | Japan | I |
| **VOLKSWAGEN** Fox | Brazil | I |
| Golf | Mexico | I |
| Jetta | Mexico | I |
| Jetta | Germany | I |
| Cabriolet | Germany | I |
| Passat | Germany | I |
| Corrado | Germany | I |
| **VOLVO** 240 | Sweden | I |
| 740 sedans | Sweden | I |
| 740 wagons | Sweden | I |
| 740 wagons | Canada (I) | I |
| 940 sedans | Sweden | I |
| 940 wagons | Sweden | I |
| 940 wagons | Canada (D) | I |
| 960 | Sweden | I |
| **YUGO** (all) | Yugoslavia | I |

**TRUCKS**

| | | |
|---|---|---|
| **CHEVROLET** Vans | U.S. | D |
| Vans | Canada (D) | D |
| Sports van | U.S. | D |
| Sports van | Canada (D) | D |
| C/K pickups | U.S. | D |
| C/K pickups | Canada (D) | D |
| C/K extended cab | Canada (D) | D |
| *Geo Tracker** | Canada (D) | D |
| Astro | U.S. | D |
| Lumina APV | U.S. | D |
| S10 | U.S. | D |
| S10 Blazer | U.S. | D |
| Blazer | U.S. | D |
| Suburban | U.S. | D |
| **CHRYSLER** Town & Country | U.S. | D |
| **DAIHATSU** Rocky | Japan | I |
| **DODGE** Ram vans | Canada (D) | D |
| Ram wagon | Canada (D) | D |
| Caravan | Canada (D) | D |
| Extended Caravan C/V | U.S. | D |
| Reg. Caravan C/V | Canada (D) | D |
| Grand Caravan | U.S. | D |
| Ram 50 | Japan | I |
| Ram Club Cab | Mexico | I |
| Ramcharger | Mexico | I |
| Ram pickups | U.S. | D |
| Dakota | U.S. | D |
| **FORD** Econoline vans | U.S. | D |
| Aerostar | U.S. | D |
| Club Wagon | U.S. | D |
| Bronco | U.S. | D |
| Explorer | U.S. | D |
| F-Series pickups | U.S. | D |
| F-Series pickups | Canada (D) | D |
| Ranger | U.S. | D |
| **GMC** Vans | U.S. | D |
| Vans | Canada (D) | D |
| Rally wagon | U.S. | D |
| Rally wagon | Canada (D) | D |
| Sierra pickups | U.S. | D |
| Sierra pickups | Canada (D) | D |
| Sierra extended cab | Canada (D) | D |
| Safari | U.S. | D |
| Sonoma | U.S. | D |
| Yukon/Jimmy | U.S. | D |
| S15 Jimmy | U.S. | D |
| Suburban | U.S. | D |
| P model | U.S. | D |
| W4 | Japan | I |
| **ISUZU** *Pickup* | U.S. | I |
| Pickup | Japan | I |
| Amigo | Japan | I |
| Trooper | Japan | I |
| Rodeo | U.S. | I |
| **JEEP** Wrangler | Canada (D) | D |
| Cherokee | U.S. | D |
| Grand Cherokee | U.S. | D |
| Commanche | U.S. | D |
| **MAZDA** Pickup | Japan | I |
| MPV | Japan | I |
| *Navajo* | U.S. | D |
| **MITSUBISHI** (all) | Japan | I |
| **NISSAN** Pickup | U.S. | I |
| Pickup | Japan | I |
| Pathfinder | Japan | I |
| **OLDSMOBILE** Bravada | U.S. | D |
| Silhouette | U.S. | D |
| **PLYMOUTH** Voyager | Canada (D) | D |
| Grand Voyager | U.S. | D |
| **PONTIAC** Trans Sport | U.S. | D |
| **RANGE ROVER** (all) | England | I |
| **SUZUKI** Samurai | Japan | I |
| *Sidekick** | Canada (D) | D |
| Sidekick* | Japan | I |
| **TOYOTA** Pickup | U.S. | I |
| Pickup | Japan | I |
| Previa | Japan | I |
| 4Runner | Japan | I |
| Land Cruiser | Japan | I |


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# Erasable chip could save inventory

ROGER ROWAND
*Staff Reporter*

Electronic wizardry is putting another tool in the hands of those who service cars that rely on increasingly exotic computer control. Researchers have found a quick and easy electronic way to change the memory that is tucked away inside each onboard computer.

Computer chips are calibrated so a car will achieve certain operating levels in terms of performance, fuel economy and exhaust emissions. By changing chips, a car's engine characteristics can be modified, such as to boost power or curtail emissions.

Until now, such changes have required replacing the main programmable read-only memory, or PROM, chip.

Also, just keeping standard chips on hand as replacements requires a huge inventory. General Motors alone has some 7,000 different PROM calibrations.

"Obsoleting an engine or transmission because of a software change soon will be history," said Dennis E. Florence, executive engineer of electrical and electronic engineering at Chrysler Corp. "Dealerships will benefit from this advancement in software because inventory of computer modules will shrink drastically," he said. Stocks can consist of general modules that can be programmed as needed.

Actual reprogramming of the new electronically erasable PROMs, called EEPROMs, takes about 20 seconds, he said. Replacing a computer module requires about an hour.

EEPROMS are being installed already on 1992 Chrysler Corp. cars with the 2.2-liter and 2.5-liter turbocharged four-cylinder engines and on the company's California cars and minivans with V-6 engines. Chrysler expects to have the new technology in about 1.2 million vehicles by the close of the 1993 model year.

The eraseable chips are going into a handful of 1992 GM models, including the Geo Storm and Chevrolet Corvette. More will be added in 1993. GM has told its dealers they will be required to have chip reprogramming capability by the 1993 model year.

Ford Motor Co. will start installing EEPROMS in 1993 with across-the-board installation by 1996, according to Len Tedesco, service systems design program manager. Ford's service bay diagnostic system will be used in reprogramming the chips.

As usual in electronics, experts say the EEPROMs are more reliable than older PROMs because they have fewer components and pack more power in less space.

BMW AG has just begun using an even more advanced form of the chip that includes a microcontroller and EEPROM.


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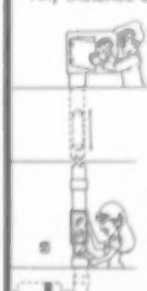
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AGENCY FLEET CLEARANCE CENTERS

# Saturn outlets post highest sales average

KAREN DETKOWSKI
*Statistician*

Saturn dealers returned to the top spot in the *Automotive News* sales-per-dealer ranking for January.

Saturn dealers averaged 83 sales per outlet, 16 more than in December.

The rise in the Saturn average was due to a 28.5 percent sales increase from December to January, when deliveries totaled 10,204.

Lexus dealers slipped to second place in January as their average dropped to 56 per dealer. Nineteen other makes declined for the month.

Eleven makes posted increases in the January calculation, including Volvo, which rose fron nine to 14 sales per outlet.

Dealers praised Volvo for offering an attractive leasing program on 240-series models (story on Page 40).

And Bob Austin, public relations manager for Volvo Cars of North America, gave some credit to the new year:

"There was much more showroom traffic than in November and December," he said. "The consumer is so happy to be out of 1991."

Saturn, Mazda and Infiniti were the only makes in the top 10 to show increases in dealer sales averages in January.

Six of the top 10 were down, and one remained the same as in December.

Dealers had 26 selling days in January compared to 25 in December.

## U.S. CAR AND LIGHT-TRUCK SALES PER DEALER

| Make | Car | Truck | Jan. Total | Dec. Total |
|---|---|---|---|---|
| Saturn | 83 | — | 83 | 67 |
| Lexus | 56 | — | 56 | 69 |
| Toyota | 39 | 15 | 55 | 67 |
| Honda | 46 | — | 46 | 46 |
| Ford | 18 | 20 | 38 | 45 |
| Nissan | 23 | 9 | 32 | 36 |
| Acura | 31 | — | 31 | 33 |
| Chevrolet | 15 | 15 | 30 | 36 |
| Mazda | 18 | 8 | 26 | 24 |
| Infiniti | 23 | — | 23 | 20 |
| Mitsubishi | 19 | 3 | 23 | 26 |
| Dodge | 7 | 12 | 19 | 19 |
| Buick | 14 | — | 14 | 13 |
| Volvo | 14 | — | 14 | 9 |
| Hyundai | 13 | — | 13 | 15 |
| Pontiac | 12 | 1 | 12 | 13 |
| Mercedes | 11 | — | 11 | 12 |
| Jeep | — | 11 | 11 | 10 |
| Mercury | 10 | — | 10 | 10 |
| BMW | 10 | — | 10 | 15 |
| Oldsmobile | 9 | 1 | 10 | 9 |
| Isuzu | 1 | 8 | 9 | 14 |
| GMC | — | 9 | 9 | 11 |
| VW | 9 | — | 9 | 7 |
| Cadillac | 9 | — | 9 | 11 |
| Plymouth | 4 | 4 | 9 | 9 |
| Subaru | 8 | — | 8 | 8 |
| Lincoln | 7 | — | 7 | 9 |
| Suzuki | 2 | 4 | 6 | 4 |
| Jaguar | 5 | — | 5 | 5 |
| Chrysler | 4 | 0 | 4 | 5 |
| Yugo | 3 | — | 3 | 2 |
| Range Rover | — | 3 | 3 | 6 |
| Saab | 3 | — | 3 | 6 |
| Audi | 3 | — | 3 | 4 |
| Daihatsu | 2 | 1 | 2 | 3 |
| Eagle | 2 | — | 2 | 2 |
| Porsche | 2 | — | 2 | 1 |
| Alfa Romeo | 1 | — | 1 | 1 |

## DOMESTIC AND IMPORTED CAR & LIGHT-TRUCK INVENTORIES

Vehicles are domestic unless noted. Vehicles are cars unless noted.

| | Units | Days' Supply Feb. 1, 1992 | Jan. 1, 1992 |
|---|---|---|---|
| **ALFA ROMEO (imp.)** | 1,400 | 152 | 286 |
| **Acura (imp.)** | 38,700 | 107 | 91 |
| Domestic car | 86,200 | 72 | 61 |
| Imported car | 55,000 | 102 | 83 |
| **Honda** | 141,200 | 81 | 66 |
| **AMERICAN HONDA** | 179,900 | 76 | 72 |
| **BMW (imp.)** | 9,800 | 97 | 97 |
| Summit | 4,600 | 248 | 248 |
| Talon | 11,000 | 167 | 167 |
| Premier | 1,600 | 64 | 86 |
| Wrangler (trk.) | 19,700 | 162 | 152 |
| Cherokee (trk.) | 31,500 | 63 | 79 |
| Comanche (trk.) | 2,200 | 157 | 132 |
| **Total Jeep-Eagle** | 17,200 | 151 | 161 |
| **Total Jeep-Eagle (imp.)** | 7,200 | 222 | 211 |
| **Total Jeep-Eagle (trk.)** | 53,400 | 84 | 109 |
| Laser | 11,500 | 173 | 213 |
| Sundance | 12,600 | 73 | 83 |
| Acclaim | 14,800 | 68 | 71 |
| Voyager (trk.) | 41,300 | 83 | 74 |
| **Total Plymouth** | 38,900 | 95 | 94 |
| **Total Plymouth (trk.)** | 41,300 | 83 | 74 |
| LeBaron A | 7,900 | 59 | 45 |
| LeBaron J | 6,500 | 73 | 33 |
| Fifth Avenue | 7,100 | 63 | 61 |
| Imperial | 1,800 | 59 | 82 |
| New Yorker C | 4,100 | 61 | 61 |
| Town & Country (trk.) | 1,500 | 54 | 39 |
| **Total Chrysler** | 27,400 | 63 | 48 |
| **Total Chrysler (imp.)** | 17,400 | 217 | 222 |
| **Total Chrysler (trk.)** | 1,500 | 54 | 39 |
| Shadow | 14,900 | 72 | 73 |
| Monaco | 700 | 86 | 78 |
| Daytona | 6,000 | 178 | 120 |
| Spirit | 14,300 | 76 | 79 |
| Dynasty | 13,100 | 58 | 56 |
| Vans (trk.) | 13,300 | 108 | 137 |
| Ram Wagon (trk.) | 2,200 | 34 | 65 |
| Caravan (trk.) | 41,500 | 70 | 56 |
| Caravan C/V (trk.) | 1,200 | 76 | 57 |
| Ram 50 (imp. trk.) | 4,400 | 341 | 247 |
| Ramcharger (trk.) | 1,300 | 80 | 106 |
| Dakota (trk.) | 34,200 | 110 | 115 |
| Pickups (trk.) | 27,300 | 127 | 120 |
| **Total Dodge** | 49,800 | 74 | 73 |
| **Total Dodge (imp.)** | 9,300 | 284 | 177 |
| **Total Dodge (trk.)** | 121,800 | 93 | 88 |
| **Total domestic car** | 132,500 | 79 | 76 |
| **Total imported car** | 33,900 | 288 | 223 |
| **Total domestic truck** | 217,200 | 88 | 86 |
| **CHRYSLER CORP.** | 383,600 | 90 | 86 |
| Imported car | 800 | 57 | 52 |
| Imported truck | 300 | 39 | 35 |
| **DAIHATSU** | 1,100 | 51 | 47 |
| Escort | 64,800 | 87 | 79 |
| Mustang | 21,400 | 124 | 93 |
| Tempo | 32,200 | 63 | 48 |
| Taurus | 49,400 | 52 | 53 |
| Thunderbird | 15,900 | 112 | 73 |
| Probe | 29,700 | 260 | 220 |
| Crown Victoria | 18,500 | 74 | 91 |
| Vans (trk.) | 33,600 | 122 | 126 |
| Aerostar (trk.) | 32,300 | 95 | 71 |
| Club Wagon (trk.) | 5,600 | 91 | 51 |
| Ranger (trk.) | 70,200 | 97 | 25 |
| Bronco (trk.) | 6,000 | 102 | 78 |
| Explorer (trk.) | 58,300 | 65 | 72 |
| Pickups (trk.) | 102,900 | 111 | 37 |
| **Total Ford Div.** | 232,200 | 90 | 72 |
| **Total Ford Div. (imp.)** | 18,300 | 72 | 62 |
| **Total Ford Div. (trk.)** | 368,900 | 94 | 51 |
| Topaz | 12,900 | 83 | 59 |
| Sable | 19,100 | 59 | 54 |
| Cougar | 10,700 | 122 | 88 |
| Grand Marquis | 17,800 | 61 | 87 |
| **Total Mercury** | 60,500 | 78 | 68 |
| **Total Mercury (imp.)** | 17,400 | 102 | 97 |
| Continental | 5,500 | 72 | 45 |
| Town Car | 13,500 | 39 | 42 |
| Mark VII | 2,100 | 125 | 98 |
| **Total Lincoln** | 21,100 | 48 | 45 |
| **Total L-M Div.** | 81,600 | 32 | 59 |
| **Total domestic car** | 313,900 | 85 | 68 |
| **Total imported car** | 27,700 | 98 | 82 |
| **Total domestic truck** | 368,900 | 94 | 51 |
| **FORD MOTOR CO.** | 650,400 | 89 | 59 |
| Somerset/Skylark | 18,300 | 97 | 152 |
| Century | 18,300 | 54 | 62 |
| Regal | 29,900 | 132 | 130 |
| LeSabre | 18,800 | 35 | 42 |
| Roadmaster | 16,500 | 163 | 143 |
| Reatta | 100 | 70 | 67 |
| Electra/Park Ave. | 18,300 | 111 | 110 |
| Riviera | 3,400 | 106 | 103 |
| **Total Buick** | 123,800 | 78 | 84 |
| Allante | 1,300 | 307 | 500 |
| Seville | 6,000 | 52 | 67 |
| DeVille | 27,000 | 79 | 50 |
| Brougham | 9,100 | 204 | 220 |
| Eldorado | 7,700 | 124 | 120 |
| **Total Cadillac** | 51,100 | 98 | 78 |
| Geo Prizm | 18,200 | 87 | 51 |
| Cavalier | 46,200 | 77 | 63 |
| Corsica/Beretta | 29,500 | 70 | 34 |
| Lumina | 62,200 | 148 | 105 |
| Caprice | 25,000 | 101 | 119 |
| Corvette | 4,500 | 110 | 94 |
| Vans (trk.) | 36,700 | 187 | 155 |
| Sportsvan (trk.) | 1,500 | 74 | 30 |
| Geo Tracker (trk.) | 2,600 | 42 | 147 |
| Astro (trk.) | 21,200 | 85 | 72 |
| Lumina APV (trk.) | 14,700 | 108 | 86 |
| S10 (trk.) | 66,100 | 117 | 149 |
| S10 Blazer (trk.) | 26,900 | 76 | 57 |
| Blazer (trk.) | 1,300 | 47 | 61 |
| Suburban (trk.) | 2,600 | 33 | 49 |
| Pickups (trk.) | 122,100 | 114 | 66 |
| **Total Chevrolet** | 291,100 | 81 | 82 |
| **Total Chevrolet (imp.)** | 62,800 | 334 | 218 |
| **Total Chevrolet (trk.)** | 295,700 | 107 | 84 |
| Calais | 15,200 | 135 | 134 |
| Cutlass Ciera | 22,500 | 68 | 75 |
| Cutlass Supreme | 28,500 | 143 | 130 |
| Eighty Eight | 26,800 | 99 | 109 |
| Ninety Eight | 16,700 | 221 | 129 |
| Toronado | 2,100 | 138 | 139 |
| Silhouette (trk.) | 4,100 | 104 | 89 |
| Bravada (trk.) | 3,000 | 69 | 40 |
| **Total Oldsmobile** | 111,800 | 105 | 107 |
| **Total Oldsmobile (trk.)** | 7,100 | 85 | 61 |
| Sunbird | 16,900 | 70 | 77 |
| Firebird | 7,300 | 137 | 132 |
| Grand Am | 42,000 | 103 | 91 |
| Pontiac 6000 | 600 | 93 | 123 |
| Grand Prix | 25,300 | 106 | 81 |
| Bonneville | 22,000 | 69 | 75 |
| Trans Sport | 7,000 | 94 | 105 |
| **Total Pontiac** | 114,100 | 91 | 84 |
| **Total Pontiac (imp.)** | 5,200 | 69 | 40 |
| **Total Pontiac (trk.)** | 7,000 | 94 | 105 |
| Vans (trk.) | 13,100 | 122 | 96 |
| Safari (trk.) | 7,300 | 79 | 94 |
| S15/Sonoma (trk.) | 18,000 | 121 | 165 |
| S15 Jimmy (trk.) | 10,400 | 117 | 73 |
| Jimmy (trk.) | 2,700 | 366 | 411 |
| Suburban (trk.) | 4,900 | 155 | 107 |
| Pickups (trk.) | 39,900 | 115 | 70 |
| **Total GMC (trk.)** | 96,300 | 115 | 89 |
| **Total Saturn** | 21,900 | 56 | 62 |
| **Total domestic car** | 623,000 | 85 | 77 |
| **Total imported car** | 67,800 | 243 | 179 |
| **Total domestic truck** | 405,100 | 108 | 85 |
| **GENERAL MOTORS** | 1,097,500 | 97 | 83 |
| **HYUNDAI (imp.)** | 26,000 | 115 | 100 |
| Imported car | 6,900 | 267 | 173 |
| Truck (dom./imp.) | 700 | 224 | 138 |
| **ISUZU** | 7,600 | 230 | 156 |
| **JAGUAR (imp.)** | 2,300 | 95 | 91 |
| Domestic car | 21,300 | 120 | 169 |
| Imported car | 32,200 | 77 | 77 |
| Truck (dom./imp.) | 22,430 | 81 | 87 |
| **MAZDA** | 75,930 | 87 | 96 |
| **MERCEDES-BENZ (imp.)** | 11,000 | 78 | 85 |
| Domestic car | 26,000 | 178 | 135 |
| Imported car | 41,300 | 186 | 147 |
| Imported truck | 9,600 | 144 | 132 |
| **MITSUBISHI** | 76,900 | 177 | 141 |
| **Infiniti (imp.)** | 5,900 | 63 | 63 |
| Domestic car | 35,400 | 116 | 99 |
| Imported car | 87,200 | 132 | 106 |
| Truck (dom./imp.) | 46,400 | 117 | 82 |
| **Nissan** | 169,000 | 124 | 97 |
| **NISSAN MOTOR CORP.** | 174,900 | 120 | 96 |
| **PEUGEOT (imp.)** | 100 | 30 | 30 |
| **PORSCHE (imp.)** | 1,200 | 77 | 107 |
| **RANGE ROVER (imp. trk.)** | 700 | 63 | 71 |
| **SAAB (imp.)** | 4,900 | 120 | 88 |
| Domestic car | 30,000 | 341 | 347 |
| Imported car | 25,400 | 198 | 156 |
| **SUBARU** | 55,400 | 256 | 224 |
| Car (dom./imp.) | 2,700 | 136 | 215 |
| Truck (dom./imp.) | 12,800 | 256 | 293 |
| **SUZUKI** | 15,500 | 227 | 184 |
| **Lexus (imp.)** | 5,700 | 21 | 19 |
| Domestic car | 25,400 | 32 | 21 |
| Imported car | 46,500 | 49 | 38 |
| Imported truck | 41,300 | 59 | 36 |
| **Toyota** | 115,200 | 46 | 32 |
| **TOYOTA MOTOR SALES** | 128,900 | 44 | 31 |
| **Audi (imp.)** | 7,000 | 102 | 102 |
| **Volkswagen (imp.)** | 5,000 | 140 | 96 |
| **VWoA** | 12,000 | 45 | 106 |
| **VOLVO (imp.)** | 22,000 | 106 | 155 |
| **YUGO (imp.)** | 300 | 27 | 50 |
| **Domestic car** | 1,254,000 | 79 | 73 |
| **Imported car** | 573,400 | 103 | 91 |
| **TOTAL CAR** | 1,828,200 | 85 | 78 |
| **Domestic truck** | 936,500 | 99 | 72 |
| **Imported truck** | 176,100 | 97 | 76 |
| **TOTAL TRUCK** | 1,112,600 | 91 | 73 |

## INCENTIVE WATCH— DEALER INCENTIVES

***CONTINUING PROGRAMS***

**ACURA (1991 models, expires May 1)**

| | |
|---|---|
| Legend sedan | $2,500 |
| Legend coupe | $3,000 |
| Integra (expires Feb. 3) | $500 |

**AUDI (1991 models, no expiration date)**

| | |
|---|---|
| Audi 100 and 200 | $1,500 |
| Audi 90 | $1,000 |

Rebates apply to models purchased by dealer from Audi of America port stocks.

**BMW (no expiration date)**

| | |
|---|---|
| 750iL (1991) | $10,000 |

**ISUZU (No expiration date; 1990-92 models unless otherwise noted. Rebates vary by regions.)**

| | |
|---|---|
| Impulse | $1,300-2,500 |
| Stylus S | $600-800 |
| Stylus S (Calif. only)* | $1,250 |
| Stylus RS | $600-800 |
| Stylus XS (1991, except Calif.) | $1,100 |
| Stylus XS (Calif. only)* | $2,500 |
| Rodeo | 0-$850 |
| Trooper (except Calif.) | $750-850 |
| Pickup | $500-1,500 |
| Pickup (1991 4x4, bonus in some regions) | $400 |

*Dealer has option of sharing rebate with buyer.

**LOTUS (1991, no expiration date)**

| | |
|---|---|
| Elan | $5,000 |
| Esprit Turbo | $11,000-15,000 |

**PEUGEOT (no expiration date)**

| | |
|---|---|
| 405 | $5,000 |
| 505 | $6,000 |

**PONTIAC (expires June 4 for 1992 models, May 4 for 1991 models)**

| | |
|---|---|
| LeMans | $1,000 |

**PORSCHE (1991 models, no expiration date. To qualify for the following rebates, dealers had to buy two cars from port stock by Jan. 17.)**

| | |
|---|---|
| 911 Carrera 2, 928 | $9,500 |
| 911 Carrera 4 | $13,500 |
| 911 Turbo | $14,000 |

**SUBARU (1991, expires March 3)**

| | |
|---|---|
| Legacy | $1,200-1,700 |

**SUZUKI (expires April 2)**

| | |
|---|---|
| Swift (1992) | $400-700 |
| Sidekick (1992) | $300-700 |
| Swift (1991) | $700-1,000 |
| Sidekick (1991) | $1,000-1,500 |

**TOYOTA (expires April 2; 1991-92 models unless otherwise noted)**

| | |
|---|---|
| Corolla (1992) | $600-1,000, quota |
| Celica | $400-800, quota |
| Tercel | $200-600, quota |
| Pickups (base 4x2) | $900-1,500, quota |
| Other pickups | $400-1,000, quota |

**VOLKSWAGEN (no expiration date)**

| | |
|---|---|
| Passat (1991) | $1,500 |
| Jetta, Fox, Golf (1991) | $500 |
| All 1990 cars | $500-1,500 |

**VOLVO (expires March 31)**

| | |
|---|---|
| **1992 models** | |
| 240 series | $500-1,000 |
| 740 series | $1,000-1,500 |
| 940 series | $1,500 |
| **1991 models** | |
| 240 series | $1,500 |
| 740 series | $1,750-2,500 |
| 940 series | $1,500-2,500 |
| 780 coupe | $2,500 |

# SATURN

## Pace for production, retailing picks up

*continued from* PAGE 1

Some Chevrolet dealers are especially interested in selling Saturns at their stores.

Hudler told his dealers last week that GM has no plans to rebadge the cars for sale by another division. But a dealer said that Hudler also told the group that they can make sure rebadging isn't an issue by opening more outlets and selling more cars.

The Saturn plant is producing 900 cars a day on two 10-hour shifts. In a normal four-day week, the yield would be 3,600 cars. With the fifth day, output grows to 4,500 cars a week, or about 216,000 in a 48-week year.

Cars would start piling up because their channel into the marketplace is too narrow — there just aren't enough Saturn outlets to handle the flow.

The average Saturn dealer sold 83 cars per outlet in January — the highest per-store vehicle sales in the industry and 16 more cars per outlet than December. (See story on Page 81.)

Saturn sales were up 28.5 percent from December to January, when the make eclipsed 10,000 sales in a month for the first time. Sales began in October 1989.

As one of its most innovative features, Saturn grants a dealer an entire market area, which he or she can develop without competition from another Saturn dealer. Hudler said between 25 and 30 dealers already have more than one Saturn store.

"We need to be attracting new retailers in areas we haven't got to yet as well as expanding market areas," LeFauve said.

"There were a couple guys holding back," he said. "What we said was, now we're able to produce that kind of volume consistently, we needed to encourage them to go off and build those second or third stores. They needed encouragement, and they're with us all the way."

A recently completed corporate quality audit showed that the Saturn plant was building only 2.9 defects per car (2.0 is considered exceptionally good) at a 900-per-day rate, Michaud told *Automotive News*. That was the same result of an audit late last year when the plant was building 500 cars a day, Michaud said.

LeFauve and Saturn dealers take that as an encouraging sign that the plant can build at high volumes with consistent quality.

Saturn dealers seem to be satisfied. In a recent study of dealer attitudes, J.D. Power and Associates said Saturn ranked second only to Lexus in its Dealer Satisfaction Index. Saturn was the only domestic nameplate in the top 15.

"Now there's a lot more confidence because of what's happening at the production level," said Stuart Lasser, owner of Saturn of Denville, N.J. "Everybody's saying, 'OK, now it's time to step up and build that second facility, that third facility' to meet those production demands."

Lasser said he will accelerate his plans to expand. He said he plans to have one or two more outlets before the end of the year.

GM President Lloyd Reuss attended the Saturn meeting to reiterate GM's continued strong support for Saturn, despite GM's financial trouble.

## INCENTIVE WATCH — CUSTOMER INCENTIVES

***CONTINUING PROGRAMS***

**CHRYSLER CORP.**
**Expires March 31. Finance rates in lieu of rebates from zero to 9.9 percent.**

**1991-92 models**

| | |
|---|---|
| Chrysler New Yorker Fifth Ave., Imperial | $1,500 |
| N.Y. Salon, LeBaron sedan | $1,000 |
| LeBaron coupe, conv. | $500 |
| Dodge Monaco | $1,500 |
| Shadow, Spirit | $1,000 |
| Daytona, Colt 3-dr. | $500 |
| Dodge Ramcharger | $2,000 |
| Ram wagon (van and conversion) | $1,000 |
| Ram pickup (gas), Dakota pickup | $750 |
| Ram 50 pickup | $500 |
| Eagle Premier | $1,500 |
| Talon | $1,000 |
| Summit 3-dr., 4-dr., '92 wagon | $500 |
| Jeep Cherokee | $1,500 |
| Comanche | $750 |
| Wrangler | $500 |
| Plymouth Sundance, Acclaim, Laser | $1,000 |
| Colt 3-dr., '92 Vista | $500 |
| All minivans | $500 |
| Northeast region only: LeBaron sedan, Acclaim, Spirit | $1,500 |

**FORD MOTOR CO.**

**1992 models**

**Expires Mach 31. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered.**

| | |
|---|---|
| Ford Taurus SHO, Probe | $1,000 |
| Thunderbird Sport, SC (Calif.) | $1,500 |
| Thunderbird (non-Calif.) | $750 |
| Tempo (regional) | $500-1,000 |
| Escort (regional) | $500-750 |
| Crown Victoria, Mustang, Festiva | $500 |
| Other Taurus (Calif.) | $1,000 |
| Other Taurus (non-Calif.) | $500 |
| Ford Econoline RV | $1,000 |
| Ranger (Calif.) | $1,000 |
| Ranger (non-Calif.) | $750 |
| Bronco | $750 |
| Aerostar (regional) | $500-1,000 |
| F series | $400 |
| Mercury Cougar XR7 (Calif.) | $1,500 |
| Cougar (non-Calif.) | $750 |
| Capri | $750 |
| Tracer (regional) | $500-750 |
| Sable (Calif.) | $1,000 |
| Sable (non-Calif.) | $500 |
| Topaz (regional) | $500-1,000 |
| Grand Marquis | $500 |
| Lincoln Town Car, Mark VII, Continental | $1,500 |

**1991 models**

**Expires March 31. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered.**

| | |
|---|---|
| Ford Festiva, Probe | $1,000 |
| Escort, Mustang, Thunderbird | $750 |
| Taurus SHO | $600 |
| Tempo, other Taurus | $400 |
| Ford Bronco, Econoline E-150 RV | $1,000 |
| Aerostar (regional) | $400-1,000 |
| Ranger, F series, other Econoline | $400 |
| Mercury Capri | $2,000 |
| Tracer, Cougar | $750 |
| Topaz, Sable | $400 |

**GENERAL MOTORS**

**1992 models**

**Expires June 4, unless otherwise indicated. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered.**

| | |
|---|---|
| Buick (based on option package ordered) | |
| Riviera | $2,000 |
| Skylark, Century, Regal, LeSabre | $250-1,000 |
| Cadillac (expires March 31) | |
| DeVille, Fleetwood, Brougham | $1,500 |
| Chevrolet Lumina; Geo Storm, Prizm, Metro (manual) | $750 |
| Cavalier, Camaro | $500 |
| Geo Metro (automatic) | $300 |
| Chevrolet S/T Blazer | $1,000 |
| S/T pickup, Lumina APV | $750 |
| G van | $500-750 |
| C/K pickup | $400 |
| GMC S15 Jimmy (exc. Typhoon) | $1,000 |
| Sonoma (exc. Syclone) | $750 |
| G van | $500-750 |
| Sierra (regular cab) | $400 |
| Oldsmobile (regional) | |
| Toronado, Silhouette, Bravada | $1,000-2,000 |
| Custom Cruiser | $1,000-1,500 |
| Cutlass Ciera | $1,000 |
| Cutlass Supreme | $750-1,500 |
| Ninety Eight, Eighty Eight | $500-1,250 |
| Pontiac Grand Prix, Trans Sport | $750 |
| Sunbird, Grand Am, Firebird, Bonneville | $500 |

**1991 models**

**Expires May 4. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered.**

| | |
|---|---|
| Buick (based on option package ordered) Reatta | $2,000 |
| (other rebates same as 1992 models) | |
| Chevrolet (same as 1992 models, cars and trucks) | |
| GMC (same as 1992 models) | |
| Oldsmobile (regional) | |
| Cutlass Calais | $700-1,000 |
| (other rebates same as 1992 models) | |
| Pontiac (same as 1992 models) | |

**SUBARU (expires March 3)**

| | |
|---|---|
| Loyale (1991-92, fwd sedan, awd wagon) | $500 |
| Legacy L, L Plus (1992) | $500 |

# XEDOS

## Mazda moves into luxury segment

*continued from* PAGE 3

used for Mazda's entire luxury lineup in Europe.

A Mazda distributor said Xedos models will be a "special kind of product sold through a select number of dealers" with proven sales histories and high customer satisfaction ratings

He said dealer numbers will be determined on a country-by-country basis by local distributors.

"A small showroom will not qualify," the Mazda distributor said.

"Initially, the Xedos volume will be too small to ask for separate showrooms. However, there will be significant investments. The dealers must offer superior after-sales service and service facilities," the distributor said.

The Xedos 6 will be badged as a Xedos Mazda with a small Mazda badge on one corner of the car.

"It will not be a separate," said the distributor.

The sedan will be offered with a 160-horsepower, 24-valve, 2.0-liter 4-cylinder engine and will be priced to compete against such lower-rung German sedans as the BMW 320 and Audi 80.

At 181 inches long with a 102.8-inch wheelbase, the Eunos 500 is comparable in size to the small German sedans. By comparison, the 1992 BMW 325i sedan is 174.5 inches long and rests on a 106.3-inch wheelbase.

**FULL RANGE PLANNED**

But another range of cars is under development, said the distribution source.

"The idea is for Mazda to offer a full range of luxury cars with the Xedos 6 being the first," he said.

"A V-12 is in the plan but it could also be axed if conditions change," the distributor source said.

If developed, the 4.0-liter V-12 will be fitted into a future Xedos range-topping sedan that also will serve as the Amati flagship in the United States.

Mazda's strategy is driven by concern that its European volume could be frozen at current levels because of last year's accord between Tokyo and the EC.

The accord caps imports at their current level of about 1.2 million units a year and caps local production at 1.2 million units through 1998.

Combined production of the Nissan, Toyota and Honda plants in the United Kingdom likely will surpass 1 million units by 1995, leaving Mazda with little chance to build volume through local production.

It currently is holding talks with Ford about consigned production of an Escort-based, Mazda-badged model at Ford's Saarlouis, Germany, plant.

"The big problem for Mazda is still the limited number of cars it can receive," the distribution official said.

Company officials in Japan say that Europe is well-suited for the luxury-car push because the Mazda brand image is higher there than in either the United States or Japan.

Mazda would not comment on its European plans, but Keiji Asano, senior managing director for overseas marketing and sales, said the company is wrestling with how to sell its future luxury models there. He said that either the Mazda name or another could be adopted in Europe.

# Mitsubishi hikes spiffs in Michigan

Mitsubishi Motor Sales of America Inc. was the only auto firm to announce a new incentive program last week.

Dealers in Michigan are getting a big break, reportedly because of the speech Richard Recchia, the company's executive vice president, delivered to the National Automobile Dealers Association convention. He feels Michigan dealers have been hit hardest by anti-Japanese sentiment.

**incentive**
**WATCH**

Dealers in Michigan are receiving rebates of $1,700 on sales of 1992 Eclipses and $1,000 on 1990-92 Galants, Mirages and pickups.

In comparison, dealers in Pennsylvania are getting $750 on the Eclipse and must sell 24 units to equal the Michigan dealers' incentives on the Galant, Mirage and pickups. Other regions are in line with the Pennsylvania program.

The program ends March 30 for all regions.

— *Chris Eschenburg*

# Iran lets individuals import cars

NICOSIA, Cyprus — Iran has lifted a 10-year ban on private importation of vehicles by individuals, and an official estimates that as many as 10,000 cars will be imported in the next two months.

The official Islamic Republic News Agency, in a dispatch monitored here, said selected makes will be permitted, including Mercedes-Benz, BMW, Volkswagen, Peugeot, Volvo, Mitsubishi, Honda, Subaru and Toyota.

Iran recently signed agreements with France's Peugeot Group and Britain's Bedford to build assembly plants in Iran.

The development comes as President Hashemi Rafsanjani works to rebuild bridges with the West as he seeks badly needed investment.

The news agency quoted Mohammad Cheraghi, the Iranian commercial attache in Dubai, as saying the auto imports are being allowed because spare parts and repair services for them are now widely available in Iran.

The new regulations allow Iranian residents of Gulf Arab states, particularly the United Arab Emirates, to ship the latest models of permitted cars back home for the next two years.

— *The Associated Press*

## SCHEDULED PLANT CLOSINGS

| Plant | Weeks down | Units lost/ week |
|---|---|---|
| **CHRYSLER** | | |
| **Bramalea, Ontario** | † | |
| **Belvidere, Ill.** | 2/17 | |
| Chrysler Fifth Avenue | | 1,000 |
| Chrysler Imperial | | 100 |
| Chrysler New Yorker Salon | | 600 |
| Dodge Dynasty | | 3,000 |
| **FORD** | | |
| **Twin Cities (St. Paul, Minn.)** | 2/17 | 3,600 |
| Ford F-series pickup | | |
| Ford Ranger | | |
| **GENERAL MOTORS** | | |
| **Doraville, Ga.** | 2/17 | 2,400 |
| Olsmobile Cutlass Supreme | | |
| **Pontiac, Mich. (West)** | 2/17 | |
| Chevrolet S10 | | 1,650 |
| GMC Sonoma | | 375 |
| Chevrolet Blazer | | 140 |
| GMC Yukon | | 50 |
| **Shreveport, La.** | 2/17 | |
| Chevrolet S10 | | 1,650 |
| GMC Sonoma | | 375 |
| Chevrolet Blazer | | 140 |
| GMC Yukon | | 50 |
| **Total U.S. car** | | 7,100 |
| **Total U.S. truck** | | 8,030 |
| **Total units lost week of 2/17** | | 15,130 |

†Plant closed for retooling until spring 1992.
Source: Automotive News Data Center

# GM, Ford to match suppliers' rebates

CHRIS ESCHENBURG
*Special Correspondent*

DETROIT — General Motors and Ford Motor Co. strengthened the "Buy American" movement last week by announcing separate programs to match suppliers' employee incentives for the purchase or lease of a new vehicle.

"A number of GM suppliers recently have offered purchase assistance programs to their employees to help get the economy going and to help boost sales of new GM vehicles," said Donald Pais, GM vice president in charge of the materials management staff.

**Pais: saying thanks**

The number of supplier programs is small but growing. A GM spokeswoman said most of the response is expected from 3,400 key suppliers.

A Ford spokesman said the company contracts with about 2,600 suppliers in North America.

GM and Ford will end their programs June 4.

A GM spokeswoman said no ceiling has been placed on the amount GM will match, but it will be limited to any reasonable amount, adding, "$1,000 would be considered reasonable."

Ford's limit is $1,000.

Both programs are in addition to any previously announced incentives.

Pais said, "We're appreciative of these programs and of the partnership spirit we've been developing with our suppliers. This matching fund program is our way of saying, 'Thanks.'"

## U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are domestic unless noted. Vehicles are cars unless noted.

| | Est. 2/10-2/15/92 | Actual 2/3-2/8/92 | 2/1-2/15/92 | Year 1/1-2/15/92 | Year 1/1-2/16/91 |
|---|---|---|---|---|---|
| LeBaron J | 1,200 | 0 | 1,200 | 5,009 | 2,690 |
| New Yorker | 0 | 463 | 463 | 2,602 | 1,555 |
| Fifth Avenue | 0 | 796 | 796 | 3,181 | 4,333 |
| Imperial | 0 | 195 | 195 | 762 | 1,269 |
| Town & Country (trk.) | 200 | 236 | 436 | 1,023 | 379 |
| **Total Chrysler** | **1,400** | **1,690** | **3,090** | **12,577** | **10,226** |
| Sundance | 2,250 | 1,573 | 3,823 | 6,379 | 4,595 |
| Acclaim | 1,250 | 0 | 1,250 | 7,317 | 13,777 |
| Voyager (trk.) | 1,625 | 1,634 | 3,259 | 7,230 | 10,400 |
| Voyager (Can. trk.) | 2,778 | 2,804 | 5,582 | 17,307 | 14,254 |
| **Total Plymouth** | **7,903** | **6,011** | **13,914** | **38,233** | **43,826** |
| Daytona | 300 | 235 | 535 | 1,769 | 1,075 |
| Shadow | 2,625 | 2,207 | 4,832 | 9,903 | 4,986 |
| Dynasty | 0 | 2,458 | 2,458 | 10,112 | 19,567 |
| Spirit | 2,375 | 0 | 2,375 | 8,169 | 12,705 |
| Viper | 0 | 0 | 0 | 0 | 0 |
| Monaco (Can.) | 0 | 0 | 0 | 0 | 400 |
| Caravan (trk.) | 2,375 | 2,353 | 4,728 | 10,730 | 13,658 |
| Caravan (Can. trk.) | 3,666 | 3,598 | 7,264 | 23,431 | 18,942 |
| Caravan C/V (trk.) | 90 | 77 | 167 | 303 | 406 |
| Caravan C/V (Can. trk.) | 156 | 205 | 361 | 1,093 | 602 |
| Dakota (trk.) | 3,000 | 2,498 | 5,498 | 13,478 | 6,911 |
| Ram pickups (trk.) | 1,500 | 1,212 | 2,712 | 6,630 | 6,909 |
| Ram Wagon (Can. trk.) | 560 | 482 | 1,042 | 3,008 | 1,219 |
| Ram Van (Can. trk.) | 1,442 | 1,391 | 2,833 | 7,417 | 2,469 |
| **Total Dodge** | **18,989** | **16,716** | **34,895** | **96,043** | **89,849** |
| Premier (Can.) | 0 | 0 | 0 | 0 | 875 |
| Cherokee (trk.) | 3,000 | 2,120 | 5,120 | 12,039 | 6,687 |
| Comanche (trk.) | 75 | 79 | 154 | 352 | 557 |
| Grand Cherokee (trk.) | 450 | 327 | 777 | 1,099 | 0 |
| Wagoneer (trk.) | 4 | 24 | 28 | 79 | 202 |
| Wrangler (Can trk.) | 1,932 | 1,968 | 3,900 | 11,448 | 5,738 |
| **Total Jeep-Eagle** | **5,461** | **4,518** | **9,979** | **25,017** | **14,058** |
| **Total U.S. car** | **10,000** | **7,927** | **17,927** | **55,283** | **66,552** |
| **Total Can. car** | **0** | **0** | **0** | **0** | **1,275** |
| **Total U.S. truck** | **12,319** | **10,560** | **22,879** | **52,963** | **46,109** |
| **Total Can. truck** | **10,534** | **10,448** | **20,982** | **63,784** | **43,224** |
| **CHRYSLER CORP.** | **32,853** | **28,935** | **61,788** | **171,870** | **157,160** |
| Escort | 0 | 0 | 0 | 10,375 | 18,177 |
| Mustang | 0 | 0 | 0 | 5,035 | 4,752 |
| Tempo | 3,186 | 0 | 3,186 | 11,470 | 10,498 |
| Tempo (Can.) | 0 | 0 | 0 | 10,901 | 12,501 |
| Taurus | 9,332 | 7,929 | 17,261 | 41,717 | 32,375 |
| Thunderbird | 2,167 | 2,043 | 4,210 | 8,206 | 4,788 |
| Crown Victoria (Can.) | 1,747 | 2,330 | 4,077 | 8,525 | 10,420 |
| Aerostar (trk.) | 4,010 | 4,034 | 8,044 | 19,314 | 13,607 |
| Bronco (trk.) | 685 | 0 | 685 | 1,751 | 1,326 |
| Explorer/Bronco II (trk.) | 6,610 | 6,566 | 13,176 | 39,590 | 33,432 |
| Navajo (trk.) | 75 | 76 | 151 | 461 | 2,554 |
| Econoline (trk.) | 2,232 | 4,251 | 6,483 | 20,396 | 12,490 |
| Heavies (trk.) | 1,050 | 1,042 | 2,092 | 4,991 | 4,903 |
| Light trucks (trk.) | 10,552 | 8,620 | 19,172 | 53,725 | 23,010 |
| Light trucks (Can. trk.) | 3,053 | 3,070 | 6,123 | 21,260 | 10,499 |
| Ranger (trk.) | 1,840 | 4,479 | 6,319 | 23,400 | 26,961 |
| **Total Ford Div.** | **46,539** | **44,440** | **90,979** | **281,119** | **222,293** |
| Topaz | 1,219 | 0 | 1,219 | 4,671 | 4,035 |
| Topaz (Can.) | 0 | 0 | 0 | 2,798 | 3,423 |
| Cougar | 1,433 | 1,378 | 2,811 | 5,468 | 4,158 |
| Sable | 957 | 2,638 | 3,595 | 12,572 | 9,190 |
| Grand Marquis (Can.) | 3,100 | 2,534 | 5,634 | 10,140 | 289 |
| **Total Mercury** | **6,709** | **6,550** | **13,259** | **35,649** | **21,095** |
| Continental | 954 | 978 | 1,932 | 3,518 | 7,658 |
| Mark VII | 240 | 218 | 458 | 716 | 1,349 |
| Town Car | 2,982 | 2,996 | 5,978 | 10,744 | 18,037 |
| **Total Lincoln** | **4,176** | **4,192** | **8,368** | **14,978** | **27,044** |
| **Total L-M Div.** | **10,885** | **10,742** | **21,627** | **50,627** | **48,139** |
| **Total U.S. car** | **22,470** | **18,180** | **40,650** | **114,492** | **115,017** |
| **Total Can. car** | **4,847** | **4,864** | **9,711** | **32,364** | **26,633** |
| **Total U.S. truck** | **27,054** | **29,068** | **56,122** | **163,636** | **118,283** |
| **Total Can. truck** | **3,053** | **3,070** | **6,123** | **21,260** | **10,499** |
| **FORD MOTOR CO.** | **57,424** | **55,182** | **112,606** | **331,746** | **270,432** |
| Skylark | 1,785 | 1,562 | 3,347 | 8,054 | 16,120 |
| Century | 0 | 1,425 | 1,425 | 5,746 | 7,928 |
| Regal (Can.) | 0 | 0 | 0 | 4,526 | 13,135 |
| Riviera | 237 | 229 | 466 | 1,363 | 1,495 |
| Park Avenue/Electra | 1,742 | 1,741 | 3,483 | 6,879 | 15,386 |
| LeSabre | 3,500 | 3,294 | 6,794 | 19,601 | 25,693 |
| Roadmaster Sedan* | 1,380 | 1,381 | 2,761 | 8,100 | 0 |
| Roadmaster Wagon† | 0 | 377 | 377 | 1,487 | 279 |
| Reatta | 0 | 0 | 0 | 0 | 118 |
| **Total Buick** | **8,644** | **10,009** | **18,653** | **55,756** | **80,154** |
| Eldorado | 995 | 1,002 | 1,997 | 5,406 | 1,895 |
| Seville | 1,041 | 1,028 | 2,069 | 5,607 | 3,631 |
| Brougham | 0 | 0 | 0 | 2,170 | 2,482 |
| DeVille | 4,004 | 3,882 | 7,886 | 11,319 | 19,715 |
| Allante | 16 | 0 | 16 | 16 | 410 |
| **Total Cadillac** | **6,056** | **5,912** | **11,968** | **24,518** | **28,133** |
| Cavalier | 4,530 | 4,387 | 8,917 | 25,093 | 35,849 |
| Camaro | 1,438 | 0 | 1,438 | 5,670 | 4,029 |
| Corsica-Beretta | 4,880 | 4,643 | 9,523 | 29,069 | 25,332 |
| Lumina (Can.) | 0 | 0 | 0 | 13,299 | 19,073 |
| Caprice | 1,380 | 2,794 | 4,174 | 11,997 | 16,429 |
| Corvette | 480 | 450 | 930 | 1,380 | 3,060 |
| Astro (trk.) | 3,698 | 3,241 | 6,939 | 21,387 | 8,712 |
| Blazer (trk.) | 500 | 399 | 899 | 2,309 | 956 |
| Lumina APV (trk.) | 0 | 0 | 0 | 2,994 | 3,854 |
| Mediums (trk.) | 80 | 98 | 178 | 762 | 1,358 |
| P-Model (trk.) | 440 | 501 | 941 | 2,043 | 1,498 |
| Pickups (trk.) | 6,783 | 6,985 | 13,768 | 21,350 | 20,308 |
| Pickups (Can. trk.) | 3,500 | 3,995 | 7,495 | 25,381 | 20,612 |
| S10 (trk.) | 970 | 1,214 | 2,184 | 17,884 | 27,138 |
| S10 Blazer (trk.) | 2,189 | 2,156 | 4,345 | 15,969 | 3,803 |
| Sportsvan (trk.) | 975 | 1,033 | 2,008 | 6,094 | 3,091 |
| Sportsvan (Can. trk.) | 1,500 | 1,596 | 3,096 | 8,679 | 2,467 |
| Suburban (trk.) | 675 | 724 | 1,399 | 5,146 | 2,867 |
| **Total Chevrolet** | **34,018** | **34,216** | **68,234** | **216,506** | **200,436** |
| Achieva/Calais | 2,820 | 3,178 | 5,998 | 16,035 | 11,612 |
| Cutlass Ciera | 0 | 3,561 | 3,561 | 13,257 | 6,357 |
| Cutlass Ciera (Can.) | 0 | 0 | 0 | 0 | 7,877 |
| Cutlass Supreme | 0 | 0 | 0 | 6,507 | 13,599 |
| Toronado | 94 | 130 | 224 | 792 | 845 |
| Eight Eight | 2,167 | 2,102 | 4,269 | 10,777 | 12,049 |
| Custom Cruiser Wag.†† | 0 | 147 | 147 | 590 | 0 |
| Ninety Eight | 1,196 | 1,225 | 2,421 | 3,713 | 11,971 |
| Silhouette (trk.) | 0 | 0 | 0 | 1,020 | 1,110 |
| Bravada (trk.) | 286 | 254 | 540 | 2,052 | 2,744 |
| **Total Oldsmobile** | **6,563** | **10,597** | **17,160** | **54,743** | **68,164** |
| Sunbird | 2,030 | 2,036 | 4,066 | 11,880 | 15,899 |
| Grand Am | 4,535 | 4,126 | 8,661 | 28,040 | 22,976 |
| Firebird | 562 | 0 | 562 | 2,439 | 1,003 |
| Grand Prix | 3,360 | 0 | 3,360 | 12,626 | 8,823 |
| Pontiac 6000 | 0 | 0 | 0 | 0 | 4,222 |
| Bonneville | 2,926 | 2,898 | 5,824 | 11,067 | 7,081 |
| Trans Sport (trk.) | 0 | 0 | 0 | 1,175 | 2,058 |
| **Total Pontiac** | **13,413** | **9,060** | **22,473** | **67,227** | **62,062** |
| Yukon/Jimmy (trk.) | 145 | 169 | 314 | 662 | 353 |
| Mediums (trk.) | 520 | 481 | 1,001 | 3,077 | 2,373 |
| P-Model (trk.) | 90 | 23 | 113 | 324 | 341 |
| Pickups (trk.) | 2,448 | 2,332 | 4,780 | 9,987 | 8,135 |
| Pickups (Can. trk.) | 1,300 | 1,329 | 2,629 | 9,073 | 7,242 |
| Sycione/Sonoma (trk.) | 363 | 179 | 542 | 3,434 | 6,905 |
| Typhoon/S15 Jimmy (trk.) | 405 | 451 | 856 | 4,043 | 2,687 |
| Safari (trk.) | 1,534 | 1,077 | 2,611 | 7,349 | 3,934 |
| Suburban (trk.) | 625 | 706 | 1,331 | 2,224 | 2,406 |
| Vandura (trk.) | 668 | 592 | 1,260 | 4,004 | 1,474 |
| Vandura (Can. trk.) | 600 | 619 | 1,219 | 4,993 | 1,414 |
| **Total GMC** | **8,698** | **7,958** | **16,656** | **49,170** | **37,264** |
| **Total Saturn*** | **3,350** | **3,350** | **6,700** | **19,484** | **5,045** |
| **Total U.S. car** | **50,448** | **50,948** | **101,396** | **286,164** | **301,333** |
| **Total Can. car** | **0** | **0** | **0** | **17,825** | **40,085** |
| **Total U.S. truck** | **23,394** | **22,615** | **46,009** | **135,289** | **108,105** |
| **Total Can. truck** | **6,900** | **7,539** | **14,439** | **48,126** | **31,735** |
| **GENERAL MOTORS** | **80,742** | **81,102** | **161,844** | **487,404** | **481,258** |
| Can. car | 2,000 | 2,284 | 4,284 | 14,475 | 17,047 |
| Can. trk. | 1,100 | 1,365 | 2,465 | 8,830 | 7,388 |
| **CAMI*** | **3,100** | **3,649** | **6,749** | **23,305** | **24,435** |
| **DIAMOND-STAR*** | **3,448** | **3,277** | **6,725** | **19,757** | **20,453** |
| Civic | 1,600 | 1,916 | 3,516 | 11,110 | 11,372 |
| Civic (Can.) | 2,200 | 2,442 | 4,642 | 14,474 | 14,103 |
| Accord | 8,310 | 8,220 | 16,530 | 50,497 | 47,008 |
| **Total U.S. car** | **9,910** | **10,136** | **20,046** | **61,607** | **58,380** |
| **Total Can. car** | **2,200** | **2,442** | **4,642** | **14,474** | **14,103** |
| **HONDA** | **12,110** | **12,578** | **24,688** | **76,081** | **72,483** |
| **HYUNDAI** Sonata (Can.) | **500** | **583** | **1,083** | **2,732** | **5,933** |
| **MAZDA*** | **0** | **2,098** | **2,098** | **11,109** | **19,564** |
| U.S. trk. | 1,585 | 0 | 1,585 | 8,332 | 9,476 |
| Can. trk. | 165 | 161 | 326 | 1,007 | 995 |
| **NAVISTAR** | **1,750** | **161** | **1,911** | **9,339** | **10,471** |
| Sentra | 2,850 | 2,948 | 5,798 | 19,195 | 19,851 |
| Pickup (trk.) | 2,784 | 2,837 | 5,621 | 18,568 | 18,976 |
| **NISSAN** | **5,634** | **5,785** | **11,419** | **37,763** | **38,827** |
| Geo Prizm | 1,900 | 1,931 | 3,831 | 12,328 | 13,702 |
| Toyota Corolla | 2,350 | 2,371 | 4,721 | 15,079 | 13,593 |
| Toyota Hilux (trk.) | 800 | 697 | 1,497 | 3,672 | 0 |
| **NUMMI** | **5,050** | **4,999** | **10,049** | **31,079** | **27,295** |
| Legacy | 1,100 | 1,185 | 2,285 | 7,419 | 7,753 |
| Pickup (trk.) | 500 | 505 | 1,005 | 3,228 | 0 |
| Rodeo (trk.) | 850 | 880 | 1,730 | 5,613 | 0 |
| **Total U.S. car** | **1,100** | **1,185** | **2,285** | **7,419** | **7,753** |
| **Total U.S. trk.** | **1,350** | **1,385** | **2,735** | **8,841** | **7,562** |
| **SUBARU-ISUZU** | **2,450** | **2,570** | **5,020** | **16,260** | **15,315** |
| Camry | 4,725 | 4,700 | 9,425 | 30,561 | 29,409 |
| Corolla (Can.) | 1,500 | 1,588 | 3,088 | 9,167 | 8,907 |
| **TOYOTA** | **6,225** | **6,288** | **12,513** | **39,728** | **38,316** |
| **VOLVO** 740, 940 (Can.) | **150** | **150** | **300** | **936** | **1,189** |
| **AM GENERAL** (trk.) | **375** | **375** | **750** | **2,325** | **2,850** |
| **MISCELLANEOUS** (trk.)** | **2,400** | **2,400** | **4,800** | **14,880** | **18,900** |
| **Total U.S. car** | **109,281** | **105,701** | **214,982** | **632,914** | **665,607** |
| **Total Canada car** | **11,197** | **11,911** | **23,108** | **91,973** | **115,152** |
| **Total U.S.-Canada Car** | **120,398** | **117,612** | **238,010** | **724,887** | **780,759** |
| **Total U.S. truck** | **72,061** | **69,937** | **141,998** | **408,500** | **330,281** |
| **Total Canada truck** | **21,752** | **22,583** | **44,335** | **142,927** | **93,841** |
| **Total U.S.-Canada truck** | **93,813** | **92,520** | **186,333** | **551,427** | **424,102** |
| **TOTAL U.S.** | **181,262** | **175,638** | **356,900** | **1,041,414** | **995,868** |
| **TOTAL CANADA** | **32,949** | **34,494** | **67,443** | **234,900** | **208,993** |
| **TOTAL U.S.-CANADA CAR & TRUCK** | **214,211** | **210,132** | **424,343** | **1,276,314** | **1,204,861** |

*Estimate

†CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

May contain error of one or two units due to rounding.

# Trucks pull up numbers

ANNE E. WRIGHT
*Chief Statistician*

U.S. and Canadian car and truck production is leading the 1991 pace by 5.9 percent. So far this year, makers have assembled 1,276,314 vehicles, compared to the 1,204,861 one year ago.

Truck production continues to spark the increase; car production is down 7.2 percent.

Truck producers in the United States have assembled 408,500 vehicles this year, 23.7 percent above 1991.

Truck producers in Canada have built an estimated 142,927 trucks, 52.3 percent ahead of the year-ago total.

Last week, truck production in the United States was scheduled at 72,061, up 3.0 percent from the prior week and 50.8 percent above the year-ago week.

In Canada, last week's estimated truck production was 11,197, down 3.7 percent from the prior week but up 52.6 from last year.

Year-to-date, U.S. car production is 632,914, 4.9 percent behind 1991, while Canadian carmakers have assembled 91,973, down 20.1 percent from 1991.

U.S. automakers' estimated car production last week was up 3.3 percent from the prior week and was 34.1 percent over the year-ago week. In Canada, car production slipped 6.0 percent from the prior week and 25.0 percent from the 1991 week.

Last week's estimated daily-build rate was 42,842 cars and light trucks, 1.9 percent over the prior week and 35.2 percent over the year-ago week when 11 plants were idle because of slow sales.

Hyundai Motor Corp. was forced to halt production at its Bromont, Quebec, facility due to a shortage of parts caused by a strike at the company's factory in Korea, which supplies 55 percent of the parts.

The plant will be idle four weeks. Production is scheduled to resume March 16.

Mazda Motor Manufacturing (USA) Corp. built out 1992 models last Friday at the Flat Rock, Mich., plant. Job 1 for the 1993 MX-6 is scheduled for Feb. 24. Production of the 1993 Ford Probe, its sister car, is slated to begin in April.

Changeover for the 1993 Mazda 626 will be completed in March.

Overtime was scheduled last Saturday at the following General Motors truck facilities: Baltimore; Scarborough, Ontario; and Oshawa, Ontario.

GM's Janesville, Wis., plant worked overtime on the Suburban, Jimmy and Crew Cab lines last Friday and Saturday.

Ford Motor Co. ran daily overtime last week at the Louisville, Ky., and Kansas City, Mo., truck facilities. The Kansas City plant also worked last Saturday.

Chrysler Corp. scheduled Saturday overtime last week at the St. Louis (No. 2) plant for the sixth consecutive week. The plant produces the Chrysler Town & Country, Dodge Caravan C/V, Dodge Grand Caravan and Plymouth Grand Voyager minivans.